

Integrated Action Plan

Machico



URBACT



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I. Summary

Machico and mobility in public spaces



1. Development Overview

This Integrated Action Plan (IAP), developed within the scope of the URBACT IV Beyond the Urban project, which began in 2023, aims to reflect the studies and conclusions reached throughout this entire period. Through various activities, methodologies were learned that we intend to continue applying in order to achieve our objectives. After visiting the various partner cities, we understood that some problems are common and that, perhaps, the solutions may be as well.

We understand that:

- **Machico does not have a culture of more sustainable mobility;**
- **Machico does not have public spaces suitable for walkability;**
- **Machico does not have roads that are conducive to the shared use of different types of transport.**



But,

- **Machico has an urban center where the slopes are ideal for implementing the "5-minute city" concept.**



With tourism growing dramatically, as well as car use, we believe that these issues should be reconsidered.

1. Implementation of the Integrated Action Plan

Continuous Adaptation

Effective monitoring and evaluation mechanisms are essential for tracking the progress of the Integrated Action Plan (IAP) implementation and for adapting strategies as local circumstances evolve. This evaluation process ensures that the IAP remains a relevant and dynamic tool, capable of guiding urban development effectively.

The IAP should be seen as a living document, with regular references and updates as implementation progresses and new opportunities or challenges emerge.

Ensuring Sustainable Impact

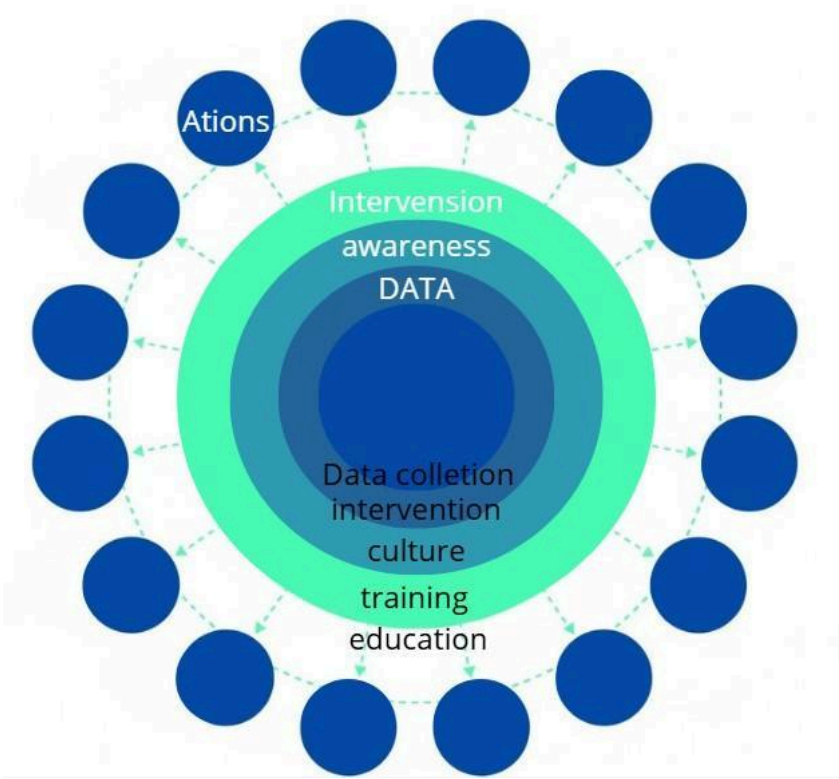
The IAP is more than a static document; it is a dynamic roadmap for achieving sustainable urban development. It houses a strategic vision for the future, with well-defined actions that are strategically aligned both with local needs and the broader principles of Urbact.

By focusing on integrative and participatory approaches, we intend for our IAP to remain a relevant and effective tool for driving transformative urban actions.

1. Conclusion

This plan is not just a technical document: it is a commitment to the future of Machico. We want safe streets, more accessible transport, and public spaces that invite community interaction.

We count on everyone to transform Machico into a more practical, accessible, and pleasant city to live in.



1. Context, Needs and Vision

1

Introduction to the Topic

General Theme

The Beyond the Urban network brings together a consortium of ten municipalities and regions from across Europe, comprising the Urbact Action Planning Network (APNs): Bram, Bucharest-Ilfov, Hradec Králové, Kocani, Machico, Szabolcs 05, Santa Maria da Feira, Tartu, Treviso and Osona, and is led by the Entrepreneurship, Innovation and Knowledge Agency - Creacció, based in Vic - Osona.



The partners of the Beyond the Urban network share a common objective: **to reduce reliance on private vehicles to enhance transport sustainability and connectivity between rural communities and urban centers**, promoting a collective commitment to environmentally friendly options. Furthermore, **the partners aim to inspire citizens** to make informed decisions, focusing on **intermodality, multi-level governance, inclusion, gender equality**, and **digital tools**, thereby improving **common well-being**.

This Network encourages meetings between international partners, but also regional and municipal ones. This leverage was important so that we could share ideas and solutions among the closest and most decisive executive entities to assist in implementing strategies that achieve our goals. We seek to replicate the lessons learned in our working methodology, namely constant connection and the demonstration of interest and cooperation.

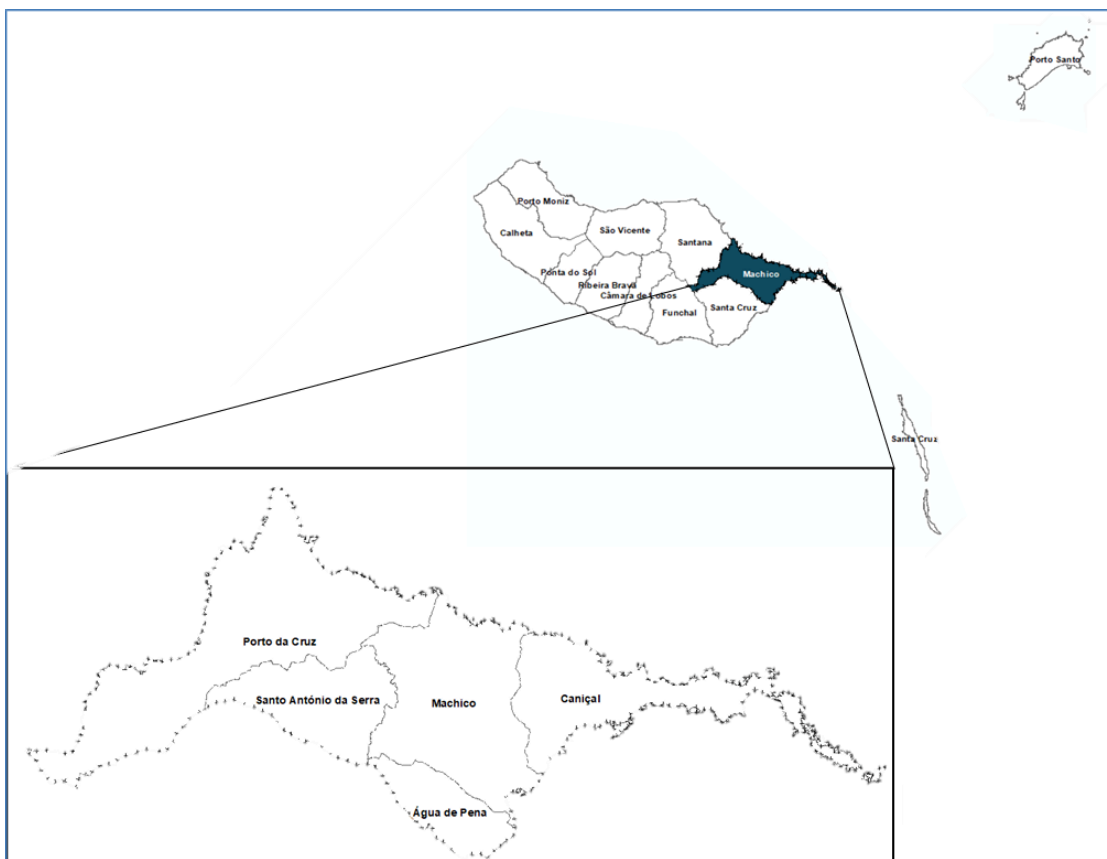


Illustration 1 - Territorial framework of the municipality of Machico and neighboring municipalities (REOT-Machico)

Several situations were identified for improvement, such as:

- **Accessibility on public roads;**
- **The lack of identification for the half-hourly bus route stops,** essential for local commerce and the autonomy of the elderly, as well as the social role of taxi drivers.
- **The bike lane,** as currently conceived, **does not meet the objective of encouraging bicycle use as a means of transport,** but only for sports and leisure.

Throughout the meetings, the sessions were adapted to make them more objective, focusing on topics where each participant could contribute, offering local knowledge and involving entities close to the population, ensuring more realistic and beneficial proposals.

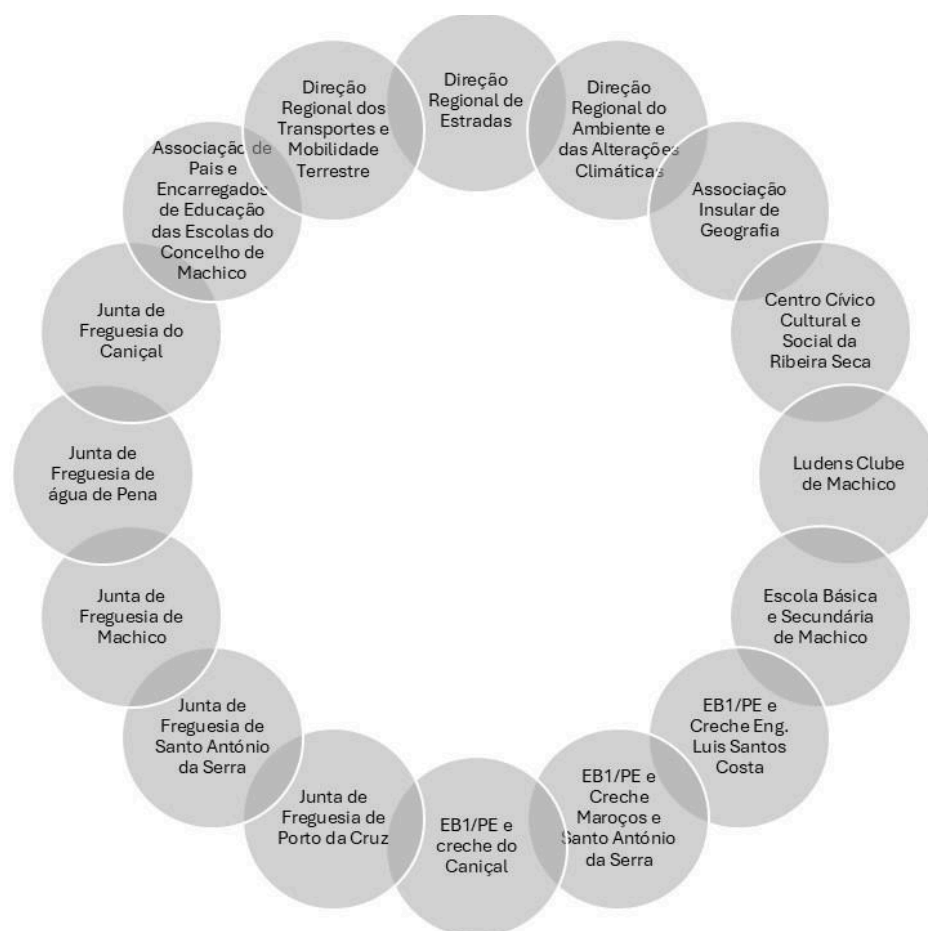
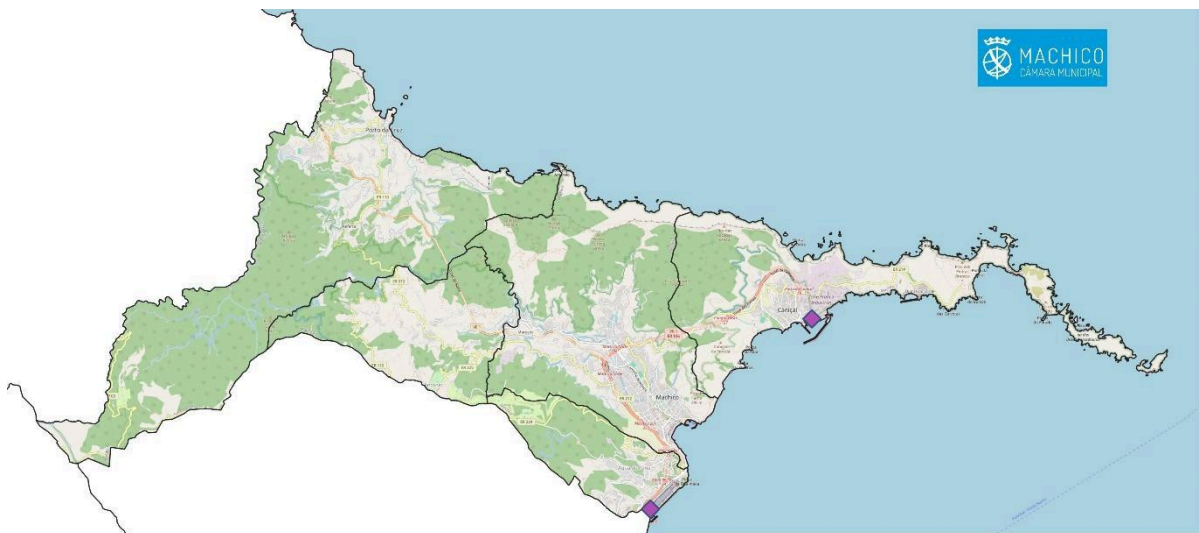


Illustration 2 - Urbact Local Group (ULG)

Current situation

The Municipality covers an area of approximately 68.31 km² and is subdivided into five parishes: Machico, Caniçal, Porto da Cruz, Santo António da Serra, and Água de Pena (Illustration 3); it

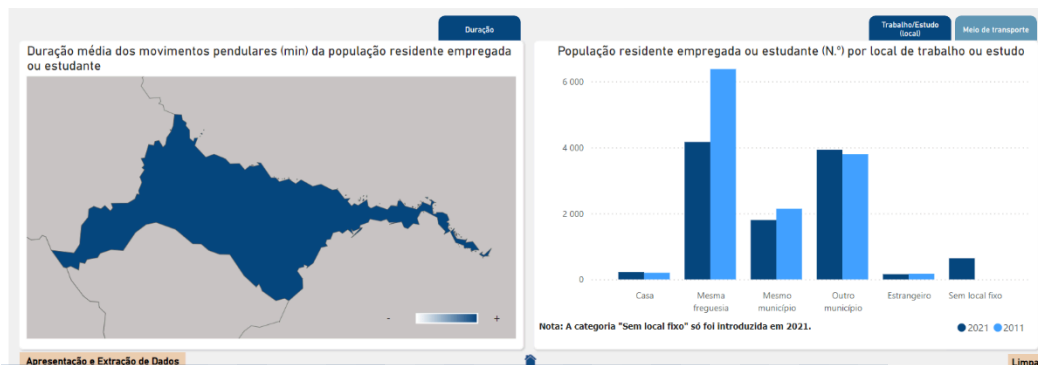


encompasses the two largest infrastructures in terms of cargo and passenger transport mobility. Besides the Airport, the **Port of Caniçal** stands out, as it is exclusively dedicated to cargo handling and has a strategic position in the Atlantic. On a smaller scale, we can find the **Machico Recreational Port** with capacity for 80 small and medium-sized vessels.



Ilustração 7- Distances between Cristiano Ronaldo International Airport and Caniçal Commercial Port and other cities

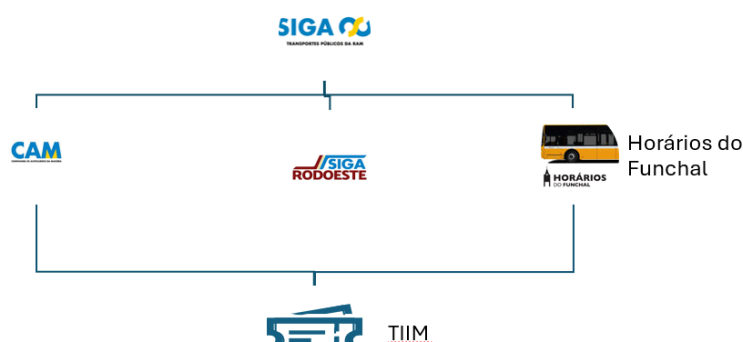
S According to the National Institute of Statistics (INE), in the 2021 Census, the municipality has a population density of approximately $29.2 \frac{\text{residents}}{\text{km}^2}$. Regarding **commuting movements**, around 4160 people travel within the same parish where they reside, 1820 residents travel mostly outside their residential parish but within the same municipality, and 3932 travel outside the



municipality. In terms of mode of transport, about 18% travel on foot, 64% by car, and 18% by bus.

According to the Legal Regime for Public Passenger Transport Services (RJSPTP – Law n.º 52/2015, of June 9), adapted to the Autonomous Region of Madeira by Regional Legislative Decree n.º 37/2016/M, of August 17, it is established that minimum transport services must cover places with **more than 100 residents** (instead of the 40 foreseen in the RJSPTP) and ensure connections to the municipal seat and reference public facilities and services. These connections must occur at least **two working days per week** (and not three, as in the RJSPTP), ensuring one morning trip in the direction village–seat and one afternoon trip in the reverse direction, with a maximum of one transfer and 15 minutes of waiting time.

Since July 1, 2024, the new management system for the road transport network of Madeira and Porto Santo – **SIGA** – came into force. The network is operated by three concessionaires: Companhia de Autocarros da Madeira (CAM), Siga Rodoeste, and Horários do Funchal (HF), with its management assured by **TiiM – Transportes Integrados e Intermodais da Madeira, S.A.**, the entity also responsible for the ticketing system.



The changes currently introduced concern the price and access to passes, which are **free**, both municipal and inter-municipal, for

Passe Social	Municipal Intermunicipal	
Social	30,00€ 40,00€	+
4_23	Gratuito	+
Estudante +23 Anos	22,50€ 30,00€	+
+65	Gratuito	+
Antigo Combatente	Gratuito	+
Reformado 0	Gratuito	+
Reformado I	11,35€ 15,15€	+
Reformado II	25,75€ 34,35€	+
Invalidez 0	Gratuito	+
Invalidez I	11,35€ 15,15€	+
Invalidez II	25,75€ 34,35€	+

citizens between 4 and 23 years old, those over 65, former combatants, as well as some retirees or those with a disability certificate. There is also a differentiation for students over 23, retirees, and those with a disability certificate, with the value ranging between €11.35 and €40 monthly.

In terms of **routes**, the municipality of Machico is covered by **9 inter-urban** routes and **4 urban** routes.

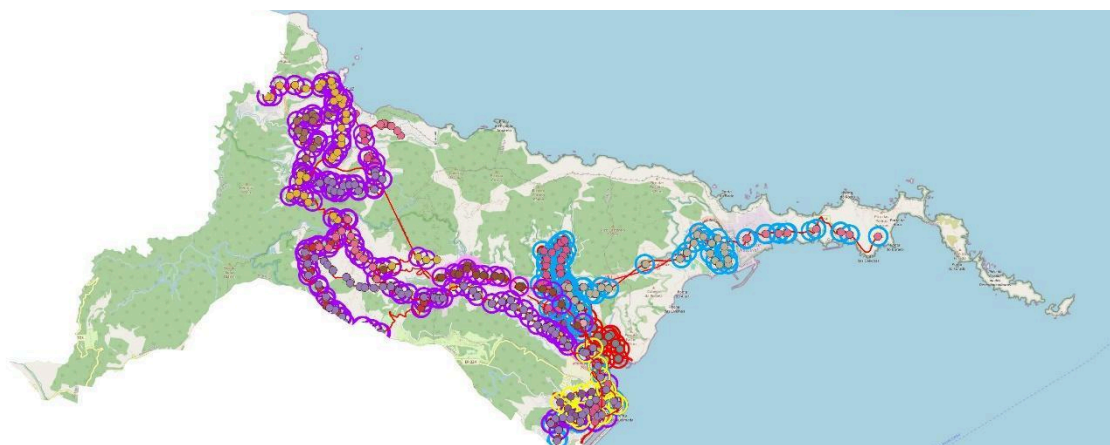


Illustration 11. Routes and stops with respective coverage area

In terms of **Public Hire Transport in Light Passenger Motor Vehicles - Taxi Transport**, the municipality has **14 taxi stands** and **68 vehicles** in the fixed contingent.

Regarding **clean energy**, the municipality has about **10 electric charging points**, covering approximately **21 spaces**.

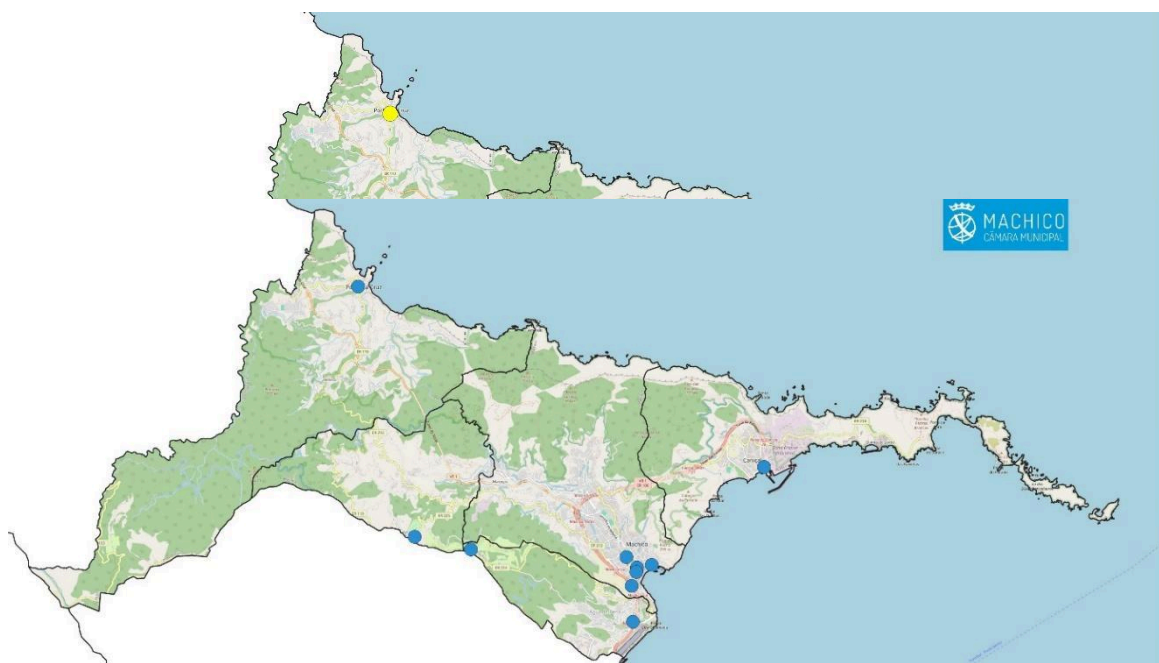


Illustration 13 - Location of electric vehicle charging points

Currently, the municipality holds about **6 traffic sensors**, from which we can understand the light vehicle traffic flows throughout the day and over various time intervals.

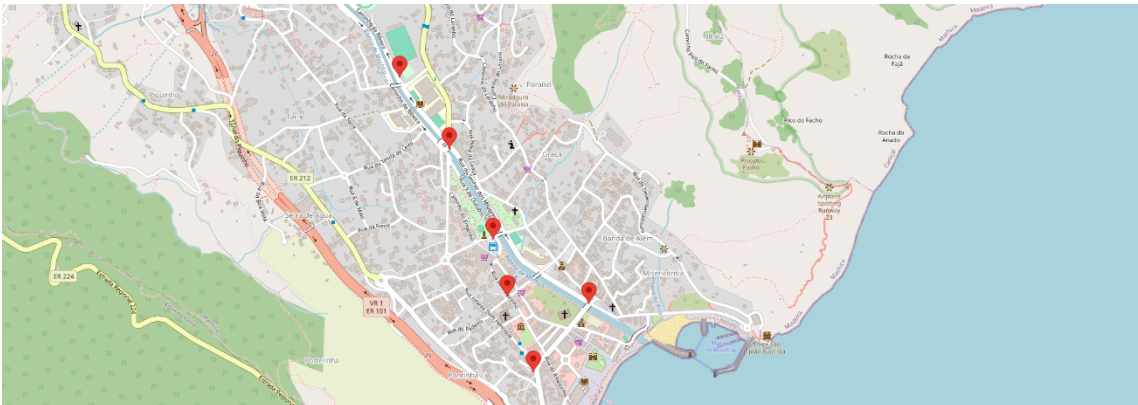


Illustration 14 - Location of traffic sensors

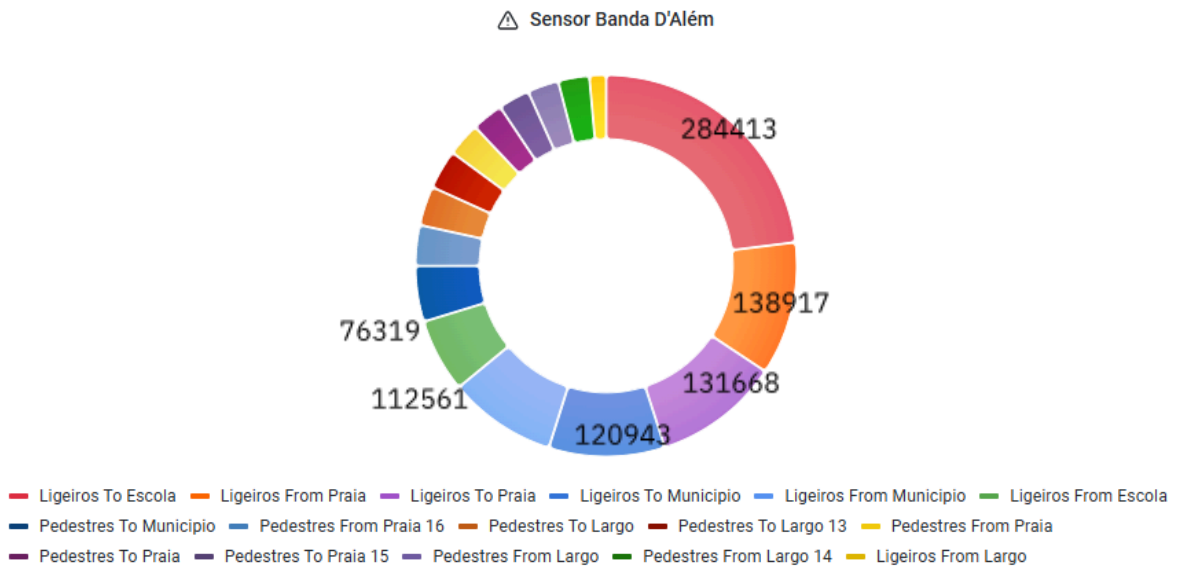


Illustration 15 - Diagram of an example of sensor results.

Although not everyone can measure the directions of pedestrians, the information collected will eventually serve to free up traffic in other directions..

National, Regional and Municipal Strategies, Plans and Programs

n terms of territorial management instruments supporting mobility, at the national, regional, and local levels, we highlight the following:

- **Regime da acessibilidade aos edifícios e estabelecimentos que recebem público, via pública e edifícios habitacionais** (Accessibility regime for buildings and establishments receiving the public, public roads, and residential buildings) transposed by **Decree-Law n.º 163/2006 of August 8**, defines the accessibility conditions to be met in the design and construction of public spaces, collective facilities, and public and residential buildings;
- **Estratégia Nacional para a Mobilidade Ativa Ciclável 2020-2030** (National Strategy for Active Cycling Mobility 2020-2030), approved by **Resolution of the Council of Ministers n.º 131/2019**, which contains data that supports the use of the bicycle over other vehicles, in order to contribute to the fulfillment of national commitments arising from the Paris Agreement, aimed at ensuring carbon neutrality by 2050, which implies a progressive decarbonization of the economy, in which transport plays a decisive role, making it important to profoundly change travel patterns to make the sector environmentally sustainable. Thus, this resolution aims to: 'Encourage and generalize 'cycling' in daily and leisure travel, making active mobility the most popular way to cover short distances, leveraging synergies with public transport throughout the national territory and significantly improving the quality of life of the Portuguese people.'
- **Estratégia Nacional para a Mobilidade Ativa Pedonal 2030** (National Strategy for Active Pedestrian Mobility 2030), approved by **Resolution of the Council of Ministers n.º 67/2023**, stands out as a key instrument in pursuing the goal that, without

exception, we are all pedestrians for part or all of our journeys, developing a holistic vision to guide public policies in the domains of mobility, transport, and spatial planning.

- **O Plano Integrado Estratégico dos Transportes na Região Autónoma da Madeira para o período 2021-2027 (PIETRAM)** (The Integrated Strategic Transport Plan for the Autonomous Region of Madeira for the period 2021-2027), concluded in 2016, is approved by **Resolution of the Regional Government Council n.º 1367/2022**, published in series I, number 231, of the Official Journal of Madeira (JORAM) of the Autonomous Region of Madeira, on December 29, 2022. In this plan, we can analyze constraints on communication routes throughout the region, particularly in the South zone, between Porto da Caniçal and Ribeira Brava, among other data;
- **Plano de Ação para a Mobilidade Sustentável da Região Autónoma da Madeira (PAMUS-RAM)** (Action Plan for Sustainable Mobility of the Autonomous Region of Madeira), already with well-defined guidelines in terms of improving mobility in the municipality, both in the urban center and in the connection with rural centers, defines about 10 intervention measures that are aligned with the integrated actions presented in this Plan.

European Cross-Cutting Objectives

- **SMARTA-NET** is a European Commission initiative, under DG MOVE, in which we also invest our training. It aims to promote sustainable and resilient mobility connections between rural areas, within remote areas such as islands, and between remote rural areas (including isolated regions) and urban areas, creating a European Rural Mobility Network, developing tools and guidelines on good practices in rural mobility, developing SUMP

(Sustainable Urban Mobility Plans) to incorporate rural mobility aspects, among others.

Sustainable Development Goals (SDGs)

In line with the **2030 Agenda for Sustainable Development**, approved by the United Nations in 2015, our project is aligned with the following Sustainable Development Goals:

- **SDG 3 – Good Health and Well-being (3.6):** contributing to the reduction of deaths and injuries caused by traffic accidents.
- **SDG 8 – Decent Work and Economic Growth (8.5):** promoting full, productive, and equal opportunity employment for all, including youth and people with disabilities.
- **SDG 10 – Reduced Inequalities (10.1):** encouraging income growth for vulnerable populations, reducing social and economic disparities.
- **SDG 11 – Sustainable Cities and Communities (11.2, 11.6 and 11.A):** ensuring access to safe, accessible, and sustainable transport systems, improving road safety, reducing the environmental impact of cities, and strengthening integration between urban and rural areas.

Our project is aligned with the five main pillars of European objectives:

- **Innovative Economic Transformation and Connectivity** by using smart mobility and digital tools to boost competitiveness, promoting the transition to a digital and circular economy and strengthening the link between rural and urban areas.
- **Green and Low-Carbon Transition** by encouraging the use of clean energy and sustainable practices, contributing to climate neutrality.

- **Improved Mobility** by creating employment opportunities and reducing barriers to transport access, favoring integration between rural and urban territories.
- **Social Inclusion** by working to ensure that disadvantaged communities have greater access and participation, promoting social equity.
- **Integrated Territorial Development:** by connecting local initiatives to regional policies, strengthening collaboration and cohesion.

Integration is the central focus of the Beyond the Urban project, which seeks to articulate innovation, sustainability, and inclusion for the benefit of communities.

1.1. PROBLEM DEFINITION

Identificação dos problemas pelos parceiros

Over these 24 months, we have formed contacts, working groups, and gathered entities with decision-making power related to territorial mobility development.



Illustration 16 - ULG Group Meetings

During the different sessions held with the **ULG (Urban Local Group)**, the concern for **cultural change** was present in almost all of them, along with the importance of good communication and easy access to information.

The ULG points out the following factors of concern:

- **Excessive vehicles in urban centers**, which directly impacts mobility, air quality, and travel efficiency;

- **Lack of adequate parking alternatives**, which exacerbates disorder in public space and compromises urban organization;
- **Deficits in road safety**, associated with the high number of vehicles in circulation and the precarious conditions of pedestrian and cycling infrastructure;
- **Unsustainable mobility culture**, which is not only a problem in itself but also stands as one of the main causes of the current challenges.

Vis

The executive's vision for the municipality began to be conveyed:

- **Creation of peripheral parking lots**: with efficient integration into public transport (park and ride system).
- **Improvement of freight traffic**, ensuring greater logistical efficiency.
- **Increased mobility between rural parishes**, promoting territorial cohesion.

Throughout the various meetings held, detailed information on these topics was sought. However, regarding the improvement of freight traffic, despite contacts established with the Directorate-General for Roads, it was not possible to meet with freight forwarders. It is considered essential to hear from these professionals, who operate directly in the field, before any decision is made. Thus, this objective should be part of a dossier involving regional mobility with the availability of collaboration from our entity.

.

To try to address the concerns recognized in the meetings, the following suggestions were identified:



1. Mobility and Traffic

- **Promotion of active mobility:** creating shared lanes, accessible and safe sidewalks, encouraging walking and cycling.
- **Return of public space to people,** encouraging more sustainable uses focused on community well-being.

2. Parking

- Rotational parking policy in central areas, limiting long stays and increasing vehicle turnover.
- Incentives for sustainable private parking, such as mixed-use garage buildings (commerce + parking).

3. Road Safety

- Safe infrastructure: accessible pedestrian crossings.
- **Reinforced enforcement:** use of speed cameras and zero-tolerance policies for life-threatening infractions.
- **Traffic education:** permanent campaigns in schools, businesses, and communities to raise awareness among drivers, cyclists, and pedestrians.

4. Sustainable Mobility Culture

- Awareness programs to stimulate the use of **transport alternatives to the car.**
- Benefits for carpooling and vehicle sharing (carpooling, carsharing, shared bicycles, and scooters).

- **Integration between urban and rural areas:** ensuring that travel does not depend exclusively on individual transport.

Integration

Thanks to the studies for the new regional road transport network management system, the City Council and the Regional Secretariat for Transport and Land Mobility managed to establish a solid relationship of cooperation. In this regard, the area that saw the greatest strengthening was **vertical integration**, which we intend to continue to deepen in order to improve traffic and freight transport. However, during the execution of the project, a context of political instability (global, European, and especially regional) was recorded, which hindered the realization of some planned initiatives.

Regarding **horizontal integration**, we consider the results to be moderate: it was possible to involve different municipal divisions, local government, and, in later stages, the educational community. However, we recognize the existing scope for progression and the crucial role of these entities in strengthening future collaboration.

In **territorial terms**, we benefited from the existence of other ongoing mobility projects (SmartaNet and The Network of Walking Cities and Towns), involving all municipalities and the Government, which facilitated communication. Even so, there is room to intensify cooperation, dependent on the development of vertical and horizontal integration.

The project began with small-scale activities, aimed at informing and opening space for the participation of local society, encouraging a paradigm shift between "traveling fast" and "traveling better." Progressively, the involvement and investment of public and private entities, both at the urban and rural levels, are expected to strengthen sustainable mobility.

INTEGRATION REFLECTION PLACE: TARTU DATE: 15/05/2024

Machico Portugal

ATTENDEES:

TYPE OF INTEGRATION and description	RATE INTEGRATION	DESCRIBE THE CURRENT SITUATION	OPPORTUNITIES FOR IMPROVEMENT
POLICY / SECTOR Integrate economic, social, environmental challenges. Join up solutions and minimise the effects of negative externalities.	★★★★★	Alguma resistência em aplicar ideias por falta de evidências em evidências	Involver os políticos e os políticos.
HORIZONTAL Develop partnerships at local level. Bring together all of the main actors around a challenge.	★★★★★	Alguma resistência por parte de freguesias de frequência e escolas	Unir os parceiros locais, conciliar sugestões
VERTICAL Align policies, interventions and funding upwards. Vertical chain of governance Ensure coherence and build scale	★★★★★	Há ainda inércia em atuar em alt em apresentar sugestões	Procurar mais políticas e financiamentos em mobilidade
TERRITORIAL Ensure cooperation takes place between adjacent municipalities in functional urban areas. Minimise edge effects and displacement of problems.	★★★★★	Resistência e falta de contacto para cooperação	Crear oportunidades de contacto para discutir sobre o tema de mobilidade
HARD/SOFT INVESTMENTS Integrate physical investments with human resources in urban regeneration. For instance, ERDF + ESF*. Avoid silos	★★★★★	Sem intenção para este tipo de investimento.	Pensar em investimentos que possam impulsionar uma mudança de cultura.

* European Regional Development and Cohesion Funds

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INTEGRATION REFLECTION PLACE: Novembro DATE: 1/11/2024

Machico Portugal

ATTENDEES:

TYPE OF INTEGRATION and description	RATE INTEGRATION	DESCRIBE THE CURRENT SITUATION	OPPORTUNITIES FOR IMPROVEMENT
POLICY / SECTOR Integrate economic, social, environmental challenges. Join up solutions and minimise the effects of negative externalities.	★★★★★	Mais envolvimento político a nível local e regional	Ainda precisamos um maior envolvimento e parceria com o governo no que toca a esta matéria. Desde a última reunião 11/6 até agora ainda
HORIZONTAL Develop partnerships at local level. Bring together all of the main actors around a challenge.	★★★★★	Após a Semana da Mobilidade, apesar da data muito importante, conseguimos alcançar em parceria com as escolas	Preferíamos continuar a envolver e não perder esta ligação criada. Porém, para o momento da Mobilidade já em Abril.
VERTICAL Align policies, interventions and funding upwards. Vertical chain of governance Ensure coherence and build scale	★★★★★	Com os contactos criados nas oportunidades de encontros de Vidas há maior conhecimento de quem após o intermediário que nos precede	Continuar a ter conhecimento e a candidatar a mais verbas.
TERRITORIAL Ensure cooperation takes place between adjacent municipalities in functional urban areas. Minimise edge effects and displacement of problems.	★★★★★	Após partilhação de iniciativas em comum com outras comunidades, entre técnicos houve definição para discutir futuras as resoluções de questões da mobilidade	Trabalhar com os mesmos apenas com o objetivo de perceber políticas em comum.
HARD/SOFT INVESTMENTS Integrate physical investments with human resources in urban regeneration. For instance, ERDF + ESF*. Avoid silos	★★★★★	Após revisão do orçamento e dos objetivos, há planeamento por investimentos em equipamentos que nos possam auxiliar na intervenção à mudança	Questionar LP sobre alguns de verticais de uma nitidez para outra.

* European Regional Development and Cohesion Funds

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Illustration 17 - Charts showing the evolution of integration throughout the project.

The Integrated Action Plan, currently under development, includes measures aligned with the **Sustainable Development Goals (SDGs)**, with an emphasis on **inclusion**. Whenever possible, intervention proposals prioritize **universal mobility**, without access barriers or identification requirements for use. In this sense, for example, the project questionnaires were directed to both the young and the elderly population.

Accessibility remains a central objective, as it is directly associated with improving the quality of life and the equitable use of public space by all citizens.

Small-Scale Actions and Pilots

1) Pilot Action “Questionnaires”

Context:

Housing in the municipality is relatively dispersed, and across five parishes, there are only three secondary schools (2nd cycle) and one middle school (3rd cycle). More than 10% of the population is between 10 and 19 years old, which reinforces the importance of understanding how youth mobility takes place.

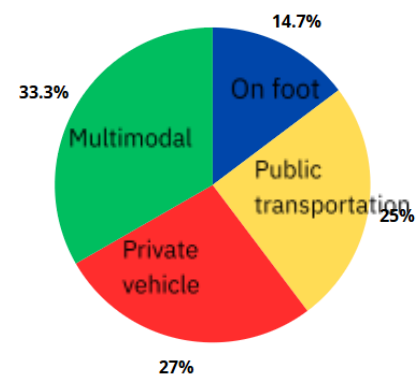
Objectives:

- Analyze how young people travel to and from school and for their daily activities.

- Assess their predisposition to gain greater autonomy in terms of mobility.

Data Obtained:

- 1,291 students surveyed in 3 schools in 3 different parishes;
- 83% know how to ride a bicycle;
- 68% own a bicycle or scooter;
- 61% of parents/guardians would not authorize students to travel by bicycle, even in the presence of bike lanes;
- Despite this, 66% of parents/guardians expressed the intention to promote greater autonomy in their children's travel.



Formas de deslocações de e para a escola

Conclusion:

The results show a contradiction between the young people's desire for autonomy and the resistance of parents/guardians to allow the use of active modes of transport..

2) Pilot Action “Schedule”:

Context:

This initiative was designed to survey City Council employees regarding their mobility practices and receptiveness to adopting more sustainable travel.

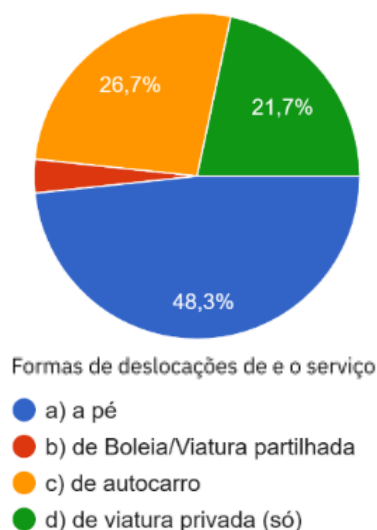
Objectives:

- Reduce individual car use
- Promote more conscious and diversified travel.
- Collect personal perceptions about the impacts of the change.

- Encourage active participation in building mobility alternatives.

Data Obtained:

During the European Mobility Week, 60 responses were obtained from municipal employees:



- 48.3% traveled on foot.
- 26.7% used the bus.
- 21.7% maintained the use of their own vehicle, due to the incompatibility of distances and schedules with public transport.

Reported Positive Aspects:

- Comfort, fresh air, and scenery.
- Physical exercise and a sense of tranquility.
- No need to worry about parking.
- Pleasant weather and the possibility of company during the trip.

Reported Negative Aspects:

- Collective transport: excessive stops, schedule delays, excessive noise.
- Walking: uncomfortable paving and exposure to car pollution on busy roads.

Conclusion:

The action demonstrated positive receptivity and contributed to raising awareness among participants, although structural barriers related to schedules and infrastructure conditions still exist. It is planned to repeat this

action annually, in order to monitor trends and stimulate progressive behavioral changes.

2. General Logic and Integrated Approach of the Integrated Action Plan (IAP)

2

In this **General Logic and Integrated Approach of the Integrated Action Plan (IAP)** section, we will explicitly find the link between the strategic objectives and the viable measures and interventions. This guide describes the development of the Plan, ensuring a clear and strategic path from global objectives to specific actions within the scope of the IAP.

Strategic Objectives

Derived from the context, needs, and vision detailed previously, the following strategic objectives support this Integrated Action Plan. They are specific, measurable, achievable, relevant, and time-bound objectives.

- **SO1 - Sustainable Mobility:** Taking advantage of the slope of the urban center for the use of sustainable transport, including walking, cycling, and, for the steepest areas, public and electric transport. By promoting these options, we seek to reduce car dependency in the city, thus addressing problems such as congestion, pollution, and, above all, excessive land use for parking. This objective foresees a socio-cultural change towards a more active lifestyle, which will be supported by improvements in infrastructure, public awareness campaigns, and incentives that make sustainable transport more accessible and attractive to residents and workers.
- **SO2 - Improvement of Public Space:** By transforming underutilized exterior public areas into appealing public spaces, we create a more welcoming and pleasant urban environment. This objective supports the development of pedestrian-friendly areas, which not only reduce traffic but also serve as social hubs where residents can gather, interact, and build community. The enhancement of public spaces is seen as a way to strengthen local identity and improve social cohesion.

- **SO3 - Focus on Data Collection:** The commitment to implementing means and methods of data acquisition will allow for better decision-making and the reinforcement or alteration of those decisions. Since we are always changing, it is crucial to keep the data updated so that we are always in compliance with society and laws.

Intervencion Areas

To achieve these objectives, we must intervene:

1. **In Education**, so that the community feels motivated to use other transport means that are more advantageous in environmental and economic terms;
2. **In Training**, for all political decision-makers, technicians, technical assistants, and operational technicians, so that they can be in contact with other realities and understand the evolution in the use of public space and mobility;
3. **In Culture**, in order to identify popular memories related to mobility that contributed to the alteration of the landscape, traditions, and occupational activities;
4. **In Intervention**, making permanent changes, such as changes in the type of use and some streets;
5. **In Information Collection**, both quantitative and qualitative; so that we count on the opinion of service and public space users.



Specific Actions

In the following tables (Summary), we practically present the actions planned to achieve each objective. As much as possible, all information is fulfilled, although sometimes, since the meetings are bilateral, we are always dependent on the availability of both the 'stakeholders' and the agendas of the target audience.

Although all objectives support each other, contributing to each other's development, we present the most specific actions for each area of intervention.

Summarizing



Action name:	Area of Intervention:	Expected results:	Vision:
1.1. Workshops on Bicycle Maintenance	Education	Safer use of gentler modes of transport for all age groups.	Greater availability and accessibility to information and existing legislation regarding the use of sustainable modes of transportation.
1.2 Workshops on Traffic Rules		Safer use of gentler modes of transport for all age groups.	Greater availability and accessibility to information and existing legislation regarding the use of sustainable modes of transportation.
1.3 Workshops on mobility insurance		Safer use of gentler modes of transport for all age groups.	Greater availability and accessibility to information and existing legislation regarding the use of sustainable modes of transportation.
1.4 Workshops on traffic fines		Safer use of gentler modes of transport for all age groups.	Greater availability and accessibility to information and existing legislation regarding the use of sustainable modes of transportation.
2.1 National and international congresses	Training	Working as a team with other technicians, demystifying ideas that some consider utopian, and applying suitable and convincing solutions through other regional and national projects.	An update on ways to intervene, both in society and in the public sphere.
2.2 Training in public space maintenance		Working as a team with other technicians, demystifying ideas that some consider utopian, and applying suitable and convincing solutions through other international projects.	An update on ways to intervene, both in society and in the public sphere.
3.1 Remembering the forms of mobility	Culture	Reducing the number of private vehicles leaving the municipality for both municipal and intermunicipal events through better publicity.	Reviving excursions as a means of transportation to certain events.

Action name:	Area of Intervention:	Expected results:	Vision:
4.1 Improved mobility in the Largo da Nossa Senhora da Conceição area.	Intervention	Better access to the church and improved traffic flow on António General de Almeida streets during Catholic events.	Spatial organization of access to the Main Church
4.2 Pilot Activities – Speed Reduction		Use at least one push-and-pull measure to understand the effectiveness of some suggested road changes.	To improve road safety on routes that connect services, leisure spaces, and educational institutions.
4.3 Urban Bus Stop Signage		Public transportation that is clearer, more accessible, and more attractive for the population.	To promote sustainable, inclusive and organized mobility, ensuring that public transport in Machico is more accessible, efficient and attractive for all citizens.
5.1 Acquisition of Digital Platforms	Data collection	Acquisition and implementation of urban planning management platforms, specifically for parking control.	Data Collection
5.2 Repetição dos Inquéritos		Repeat the surveys with the school community and the general community, in order to compare them with those of the previous year.	To make the community more participatory.

This process is very volatile, as it adapts to the constantly evolving situation, as well as to the emergence of new announcements, support, and funding. Thus, although the objectives remain the same, the actions may change or their number may increase.

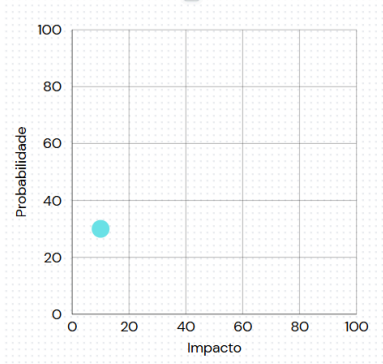
3. Detailed planning

3

3.1. Action Tables

Area of Intervention 1

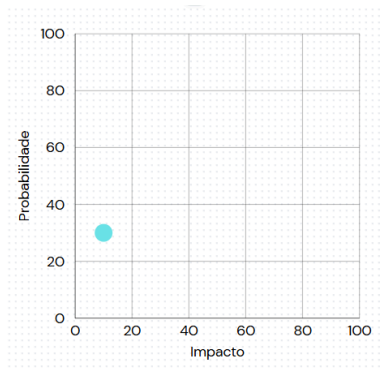
Table 1

<div>Area of Intervention:</div> <div>Education</div>			
<div>Action name:</div> <div>Workshops on Bicycle Maintenance</div>			
<div>Responsibility:</div> <div>Machico City Council</div> <div>Head of the Education Division</div>	<div>Partners involved:</div> <ul style="list-style-type: none">Cycling associationsSports equipment store	<div>Specific tasks:</div> <div>Information on maintenance of your bicycle.</div> <ul style="list-style-type: none">Prepare presentation (cleaning and lubricating the bicycle, adjusting brakes and gears, checking tires, chains, and wheels, preventative safety tips)Publish on social media, websites, and newsletters.Contact partners to promote the event.Distribute supporting materials.Apply satisfaction questionnaire.	
<div>Strategic objectives covered:</div> <div>OEI- Sustainable Mobility</div>			
<div>Duration:</div> <div>60 minutes once every quarter or whenever there is demand</div>	<div>KPIs:</div> <ul style="list-style-type: none">2 sessions/year;15–20 participants/session (≈\$ \approx 40\$ people/year);≥60% of participants reporting increased confidence.		
<div>Cost Estimate:</div> <div>200€</div>			

Expected Outcomes:

- Participants capable of performing basic bicycle maintenance;
- Improvement in the safety and durability of community bicycles.

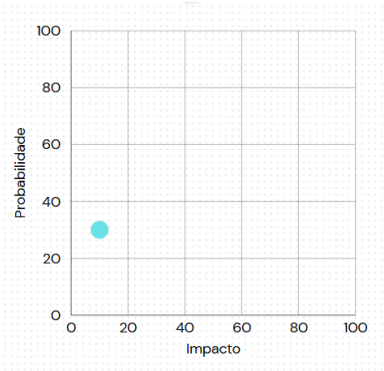
Table 2

<div>Area of Intervention:</div> <div>Educacion</div>			
<div>Action name:</div> <div>Workshops on Traffic Rules</div>			
<div>Responsibility:</div> <div>Machico City Council</div> <div>Head of the Education Division</div>	<div>Partners involved:</div> <ul style="list-style-type: none">Driving SchoolsPublic Security Police (PSP)Community Centres	<div>Specific tasks:</div> <ul style="list-style-type: none">Information about traffic rules for the community.Prepare presentation on types of insurance (traffic rules and regulations on shared lanes)Publish on social media, websites, and newsletters.Contact partners to promote the event.Distribution of supporting materials.Apply satisfaction questionnaire.Collect feedback on the interest in safety on shared roads and the need for future actions	
<div>Strategic objectives covered:</div> <div>OEI- Sustainable Mobility</div>			
<div>Duration:</div> <div>60 minutes once every quarter or whenever there is demand</div>	<div>KPIs:</div> <ul style="list-style-type: none">2 sessions/year.20–25 participants/session (≈50 people/year).5–10% reduction in minor offenses registered by the PSP in the central area.		
<div>Cost Estimate:</div> <div>150€</div>			

Expected Outcomes:

- Community awareness about road safety, promoting an accident prevention culture;
- Strengthening relationships with local partners (police, driving schools, associations);
- Greater visibility of the promoting organization on social media and within the community;
- Decrease in minor infractions by drivers and cyclists who participate in the workshops.

Table 3

<div> <div>Area of Intervention:</div> <div>Education</div> </div>					
<div> <div>Action name:</div> <div>Workshops on mobility insurance</div> </div>					
<div>Responsibility:</div> <div>Machico City Council</div> <div>Head of the Education Division</div>	<div>Partners involved:</div> <ul style="list-style-type: none"> Legal Office Local Insurance Companies Local Cycling Association Community Centres 	<div>Specific tasks:</div> <ul style="list-style-type: none"> Prepare presentation on types of insurance (civil liability, theft, personal accidents). Publish on social media, websites, and newsletters. Contact partners to promote the event. 			
<div>Strategic objectives covered:</div> <div>OEI- Sustainable Mobility</div>					
<div>Duration:</div> <div>60 minutes once every quarter or whenever there is demand</div>	<div>KPIs:</div> <ul style="list-style-type: none"> 2 sessions/year. 15 participants/session ≥50% of participants reviewing/updating insurance within the following 6 months. 	<ul style="list-style-type: none"> Distribution of supporting materials. Apply satisfaction questionnaire. Collect feedback on the interest in insurance and the need for future actions 			
<div>Cost Estimate:</div> <div>250€</div>					

Expected Outcomes:

- Greater knowledge about bicycle insurance and civil liability coverage.
- Participants more aware of financial protection in accidents.

Table 4

<div>Area of Intervention:</div> <div>Education</div>			
<div>Action name:</div> <div>Workshops on traffic fines</div>			
<div>Responsibility:</div> <div>Machico City Council</div>	<div>Partners involved:</div> <ul style="list-style-type: none">Public Security Police (PSP)	<div>Specific tasks:</div> <ul style="list-style-type: none">Prepare presentation on fines (explanation of types of fines and situations where they occur, legal procedures for payment or contestation);Publish on social media, websites, and newsletters.Contact partners to promote the event.Distribution of supporting materials.Apply satisfaction questionnaire.Collect feedback on the interest in safety on shared roads and the need for future actions	
<div>Strategic objectives covered:</div> <div>OEI- Sustainable Mobility</div>			
<div>Duration:</div> <div>60 minutes once every quarter or whenever there is demand</div>	<div>KPIs:</div> <ul style="list-style-type: none">2–3 sessions/year.20 participants/session.≥80% of participants reviewing/updating insurance within the following 6 months.		
<div>Cost Estimate:</div> <div>150€</div>			

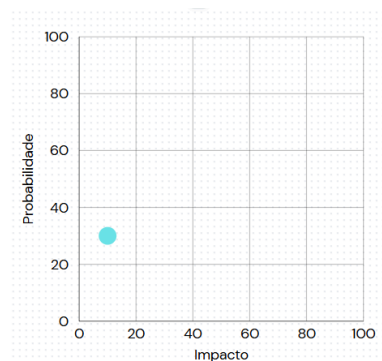
Expected Outcomes:

- Greater knowledge about types of fines, infractions, and penalties among drivers, cyclists, and pedestrians.
- Safer and more legal behavior in traffic, reduction of infractions.
- Ability to proceed correctly in case of a fine (payment, contestation).

Area of Intervention 2

Table 5

Area of Intervention: Training		
Action name: National and international congresses		
Responsibility: Machico City Council Office of Support to the Presidency	Partners involved: Non-Governmental Organizations (NGOs) Professional associations	Specific tasks: <ul style="list-style-type: none"> • Select relevant and strategic conferences. • Registration for the conference and management of visas, tickets, and accommodation. • Collection of information and learning during the conference. • Evaluate the impact of participation in terms of knowledge, networking, and practical application. • Identify opportunities for continuity (partnerships, joint projects).
Strategic objectives covered: OE1 OE2 OE3		
Duration:	KPIs: <ul style="list-style-type: none"> • 2 congressos nacionais + 1 internacional/ano • Pelo menos 3 contactos institucionais/ano. • Adaptação de ≥1 boa prática ao município/ano. 	
Cost Estimate: 1000€/pessoa/deslocação		



Expected Outcomes:

- Improvement of technical and strategic skills of technicians and politicians.
- Establishment of contacts with specialists, institutions, and organizations.
- Possibility of future collaborations in projects, exchanges, or research.

Table 6

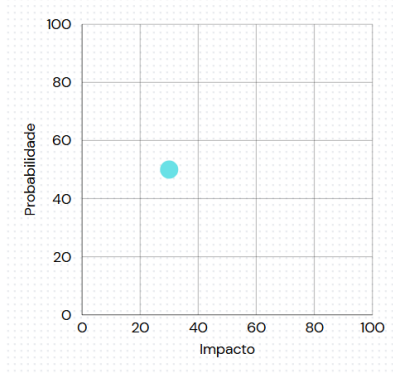
<div>Area of Intervention:</div> <div>Training</div>			
<div>Action name:</div> <div>Training in public space maintenance</div>			
<div>Responsibility:</div> <div>Machico City Council</div> <div>Environment Division</div>	<div>Partners involved:</div> <div>Association of Municipalities of Madeira</div>	<div>Specific tasks:</div> <ul style="list-style-type: none">• Select relevant courses, workshops, or seminars, in-person or online.• Enrollment in national or international training programs.• Briefings on training objectives and competencies to be developed.• Integration of best practices into municipal public space plans.• Evaluate the impact of training in terms of improving municipal practices.	
<div>Strategic objectives covered:</div> <div>OE1</div> <div>OE2</div> <div>OE3</div>			
<div>Duration:</div>	<div>KPIs:</div> <ul style="list-style-type: none">• 15 employees trained/year (≈5% of the team).• ≥40% apply new knowledge in projects.• At least 1 new practice incorporated into annual regulations.		
<div>Cost Estimate:</div> <ul style="list-style-type: none">• €300/training/person• 5 employees - €1,500			

Expected Outcomes:

- Training in public space aims to improve the technical, social, and management skills of urban space. The results include:
- Development of skills in urban management, spatial planning, and public space policies.
- Increase in the safety, accessibility, and sustainability of public spaces.
- Capacity building of technicians to involve citizens in the management and planning of public space.

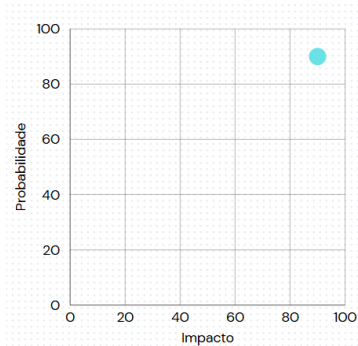
Area of Intervention 3

Table 7

<div>Area of Intervention:</div> <div>Culture</div>			
<div>Action name:</div> <div>Remembering the forms of mobility</div>			
<div>Responsibility:</div> <div>Machico City Council</div>	<div>Partners involved:</div> <div>Parish Councils Community Centres Senior University Bus Companies</div>	<div>Specific tasks:</div> <ul style="list-style-type: none">• Encourage collective and sustainable travel (organized buses) for events, reducing the use of individual cars;• Identification of events and destinations (Events with a high number of participants and mapping the departure locations);• Planning of routes and schedules (Create strategic routes that minimize time and fuel consumption and coordinate schedules compatible with the start and end of the event);• Dissemination and registration;• Operational management on the day of the event (reception team at the departure points, monitoring of capacity and schedule compliance).	
<div>Strategic objectives covered:</div> <div>OE1 OE2 OE3</div>			
<div>Duration:</div> <div>2 a 3 Events/Year</div>	<div>KPIs:</div> <ul style="list-style-type: none">• 3–4 events/year with organized collective transport.• 100–120 people transported per event.• Reduction of 15–20% In the use of individual cars in these events		
<div>Cost Estimate:</div> <div>€1,200 for every 2 buses for 50 people.</div>			
<div>Expected Outcomes:</div> <ul style="list-style-type: none">• Reduction of congestion and local pollution			

Area of Intervention 4

Table 8

<div>Area of Intervention:</div> <div>Intervention</div>			
<div>Action name:</div> <div>Improved mobility in the Largo da Nossa Senhora da Conceição area</div>			
<div>Responsibility:</div> <div>Machico City Council</div>	<div>Partners involved:</div> <div>Parish Councils</div>	<div>Specific tasks:</div> <ul style="list-style-type: none">• Elaboration of a technical project (landscape design, architecture, engineering);• Holding participatory workshops or meetings;• Hiring contractors and suppliers;• Communication campaign about the intervention;• Periodic evaluation of the use and conservation of the square (or open space);• Regular maintenance plan for pavements, lighting, and green spaces.	
<div>Strategic objectives covered:</div> <div>OE1</div> <div>OE2</div> <div>OE3</div>			
<div>Duration:</div> <div>12 months</div>	<div>KPIs:</div> <ul style="list-style-type: none">• 1.500–2.000 m² of public space requalified.• ≥80% Satisfaction in post-construction surveys		
<div>Cost Estimate:</div> <div>140000€</div>			

Expected Outcomes:

- **Enhancement of public space:** revitalization of the square (or open space) as a place for meetings, leisure, and community events.
- **Improvement of accessibility and safety:** adaptation of the space for people with reduced mobility and improvement of lighting and pedestrian circulation.

- **Promotion of local culture and identity: integration of historical and cultural elements into the requalification project.**

Table 9

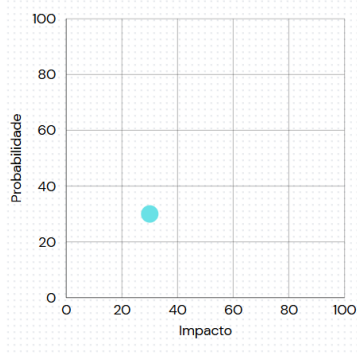
<div>Area of Intervention:</div> <div>Intervention</div>			
<div>Action name:</div> <div>Pilot Activities – Speed Reduction</div>			
<div>Responsibility:</div> <div>Machico City Council</div>	<div>Partners involved:</div> <ul style="list-style-type: none">Public Security Police (PSP)	<div>Specific tasks:</div> <ul style="list-style-type: none">Survey of streets with a history of speeding or accidents;Evaluation of pedestrian and cyclist circulation;Selection of the appropriate type of speed reducer (speed bumps, speed tables, or vertical signage);Informative sessions with residents, schools, and merchants;Complementary signage (plates, pavement marking);Effectiveness analysis for future expansion or adjustments;Internal and external communication about the impact of the intervention;Workshops or reports for sharing best practices and results.	
<div>Strategic objectives covered</div> <div>OE1</div> <div>OE2</div> <div>OE3</div>			
<div>Duration:</div>			
<div>Cost Estimate:</div> <div>3000€</div>	<div>KPIs:</div> <ul style="list-style-type: none">Implementation in 3 priority streets..Reduction of average speed by ≥20%.		

Expected Outcomes:

- **Improvement of road safety: reduction of circulating speed in critical zones, decreasing accidents and risk to pedestrians.**
- **Protection of pedestrians and cyclists: creation of safer environments for vulnerable users of public roads.**
- **Community awareness: consciousness about the importance of respecting speed limits and traffic rules.**

- **Effectiveness evaluation: data collection to analyze the impact and feasibility of expansion to other municipal streets.**

Table 10

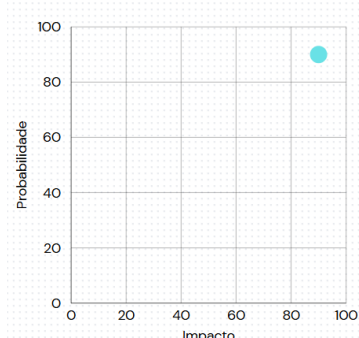
<div>Area of Intervention:</div> <div>Intervention</div>			
<div>Action name:</div> <div>Urban Bus Stop Signage</div>			
<div>Responsibility:</div> <div>Machico City Council</div>	<div>Partners involved:</div> <div>Retailers / Traders / Shop owners</div>	<div>Specific tasks:</div> <ul style="list-style-type: none">Survey of existing stops;Definition of the sign type (plates, totems, panels with schedules).Integration of clear information: stop name, routes, schedules, rules of use.Ensure accessibility and visibility, including for people with reduced mobility.Collection of suggestions from users and residents regarding the location and design of the signage.Installation at all stops, ensuring secure fixing and durability.Updating of schedules and routes whenever necessary.Communication campaigns with the population about the new signage and the use of public transport.	
<div>Strategic objectives covered</div> <div>OE1</div> <div>OE2</div> <div>OE3</div>			
<div>Duration:</div>	<div>KPIs:</div> <ul style="list-style-type: none">10–15 stops signposted.Increase of $\geq 10\%$ in bus usage within 2 years.		
<div>Cost Estimate:</div> <div>400€/paragem</div>			

Expected Outcomes:

- **Improvement of accessibility and orientation:** facilitating users' access to bus stops.
- **Safety and organization:** clear indication of stops, routes, and schedules, reducing confusion and risks for pedestrians.
- **Enhancement of urban mobility:** reinforcement of collective transport use, promoting more sustainable travel.
- **Communication and public information:** clear information about schedules, routes, and rules for using urban transport.

Area of Intervention 5

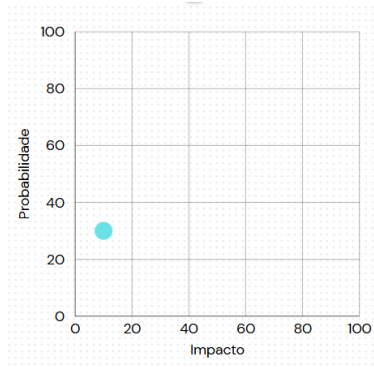
Table 11

<div>Area of Intervention:</div> <div>Data collection</div>			
<div>Action name:</div> <div>Acquisition of Digital Platforms</div>			
<div>Responsibility:</div> <div>Machico City Council</div> <div>Divisão do Ambiente</div>	<div>Partners involved:</div> <div>Associação de Municípios da Madeira</div>	<div>Specific tasks:</div> <ul style="list-style-type: none">• Identification of areas with higher parking demand.• Selection of strategic streets, parks, and locations for sensor installation or data collection.• Installation of occupancy sensors in parking spaces or integration with existing systems.• Pilot tests to ensure accuracy, reliability, and ease of use.• Information to citizens about the use of the platform (apps, websites, and information panels).• Continuous data collection for improvements and future decision-making.	
<div>Strategic objectives covered</div> <div>OEI- Aposta na recolha de dados</div>			
<div>Duration:</div> <div>24 months</div>	<div>KPIs:</div> <ul style="list-style-type: none">• Data reliability ≥90%.• 2decisions/year based on this data (e.g., change in parking, new regulations).		
<div>Cost Estimate:</div> <div>PRR- Madeira Conetada</div>			

Expected Outcomes:

- **Efficient parking management:** real-time monitoring of parking space occupancy and availability.
- **Reduction of urban congestion:** optimization of traffic flow and reduction of parking search time.
- **Informed urban planning:** data for decisions on expanding, restricting, or reorganizing parking areas.
- **Integration with sustainable mobility:** support for public transport policies, shared bicycles, and pedestrian zones.

Table 12

<div>Area of Intervention:</div> <div>Data collection</div>			
<div>Action name:</div> <div>Repetição dos Inquéritos</div>			
<div>Responsibility:</div> <div>Machico City Council</div>	<div>Partners involved:</div> <div>Primary and secondary schools; Parish Councils; Senior University; Day Centres.</div>	<div>Specific tasks:</div> <div><ul style="list-style-type: none">Review and update questions according to new priorities or interventions carried out.Define a representative sample of the population.Prepare logistics and in-person and online distribution.Tabulation and comparison with the previous year's results.Production of graphs and reports highlighting changes and trends.Communication to the population, partners, and municipal services.Identification of areas that require intervention or improvement.</div>	
<div>Strategic objectives covered</div> <div>OE1- Aposta na recolha de dados</div>			
<div>Duration:</div> <div>6 months</div>	<div>KPIs:</div> <div><ul style="list-style-type: none">1500 responses/yearMeasure variation: target of \$+5\%\$ in collective transport and \$+3\%\$ in walking within 2 years.</div>		
<div>Estimativa de custo:</div>			

Expected Outcomes:

- **Temporal comparison: analysis of changes in travel habits since the last survey.**
- **Evaluation of the effectiveness of previous interventions: checking whether implemented actions (e.g., signage, collective mobility, awareness campaigns) have influenced the population.**
- **Data update for planning: identifying new needs or emerging problems in urban mobility.**
- **Continuous community involvement: reinforcing citizen participation and awareness of sustainable mobility.**

4.Implementatio n Framework

4

4.1. INTRODUCTION

We will present below other important aspects for the implementation of the actions.

4.2. Participation and Governance

Governmental Mechanisms

For all these actions to work, we rely on the commitment of several stakeholders, namely cycling associations, schools, and the IAPs association, as well as Regional Government Secretariats. However, the body responsible for maintaining this entire Plan will always be Municipal entities.

Partner involvement

We know that interest will need to be nurtured and maintained. Thus, we plan to use the same meeting method we have employed so far with the parties related to the actions. Furthermore, we will still go through an election phase where some internal methodologies may undergo changes, so continuous personal contact is important to update all intentions whenever it is time to prepare the actions. We envision a quarterly meeting to be arranged at the next ULG meeting. We will continue communication through social media networks whose majority of users are adults.

4.3. Costs, Funds and Timeline

Costs

For the implementation of the entire plan, we estimate an average expenditure of €150,000; however, we anticipate that some actions will be repeated for several years, and others may not even occur next year.

Funds and Timeline

Action name:	Area of Intervention:	Fonds	2026	2027	2028
1.1. Workshops on Bicycle Maintenance	Education	Próprios			
1.2 Workshops on Traffic Rules		Próprios			
1.3 Workshops on mobility insurance		Próprios			
1.4 Workshops on traffic fines		Próprios			
2.1 National and international congresses	Training	Madeira 2030, interreg PIDDAR			
2.2 Training in public space maintenance		Madeira 2030, interreg PIDDAR			
3.1 Remembering the forms of mobility	Culture	Governo Regional da Madeira			
4.1 Improved mobility in the Largo da Nossa Senhora da Conceição area.	Intervention	Próprios			
4.2 Pilot Activities – Speed Reduction		Próprios			
4.3 Urban Bus Stop Signage		Próprios			
5.1 Acquisition of Digital Platforms	Data Colletion	PRR (Next Generation UE)			
5.2 Repetição dos Inquéritos		Próprios			

Prazos

Ações	2026												2027
	jan	fev	mar	abr	mai	jun	jul	ago	set	out	nov	dez	
1.1. Workshops on Bicycle Maintenance													
1.2 Workshops on Traffic Rules													
1.3 Workshops on mobility insurance													
1.4 Workshops on traffic fines													
2.1 National and international congresses													
2.2 Training in public space maintenance													
3.1 Remembering the forms of mobility													
4.1 Improved mobility in the Largo da Nossa Senhora da Conceição area.													
4.2 Pilot Activities – Speed Reduction													
4.3 Urban Bus Stop Signage													
5.1 Acquisition of Digital Platforms													

4.4. Monitoring

Monitoring and Reporting

As Monitoring will be carried out during quarterly meetings with the group. Depending on the action and those responsible, we will adjust the way occurrences are recorded.

Public feedback and evaluations of the action should be included in the reports in order to identify the challenges to overcome and the measures to be adjusted.

Conclusion

Machico and the Improvement of Mobility in Public Space

5

Conclusion of the Integrated Action Plan

This action plan was developed through meetings between the various partners, as well as other collective experiences on mobility through other initiatives.

This plan intends to support about **12 actions** implemented across **5 areas of intervention** to achieve **3 main objectives**. The actions are coordinated from theory to practice so that the objectives are achieved in continuous work beyond 2027.

We intend for there to be an increase in the use of bicycles for short trips within the defined circuit, adjusted by the pilot activity. All other actions will culminate in making this circuit the most consensual and used, especially by residents. Nonetheless, the use of bicycles will also be encouraged in other areas, particularly at spots where parking capacity is running out.

We intend for public participation to be valued and encouraged, and we will seek to continue capturing the interest of the various sectors of the community.

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Contato:

This entire plan was a collaborative effort, however, the drafting of the same was the responsibility of Landscape Architect Tânia Carvalho (tania.carvalho@cm-machico.pt), an employee in the Planning Division of the Machico City Council.