Santa Maria da Feira

Integrated Action Plan

Enhancing sustainable mobility awareness and connectivity

URBACT

santa maria da feira
câmara municipal

Co-funded by
the European Union

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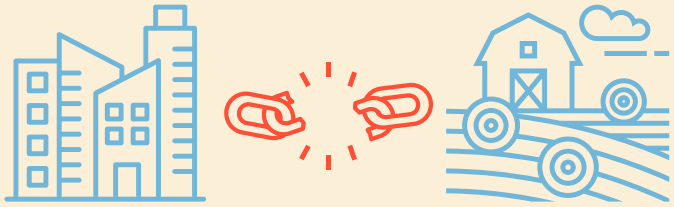
Executive Summary

Executive Summary

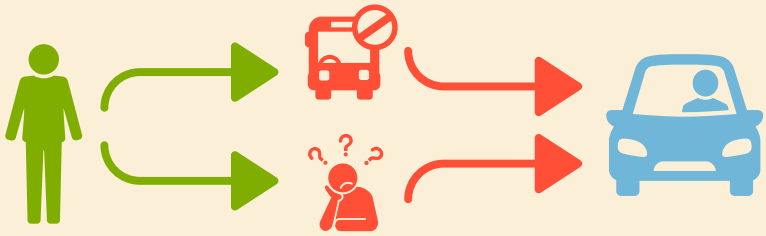
The Integrated Action Plan (IAP) for Santa Maria da Feira was developed within the framework of the URBACT IV programme, under the project "URBAN MOBILITY: Towards more sustainable, inclusive and connected cities". It reflects a shared vision and a strategic commitment to address the urban mobility challenges facing the municipality, with the aim of fostering a more accessible, liveable, and climate-resilient territory.



Local Context and Rationale

The IAP for Santa Maria da Feira emerges from a deeply rooted local need: to strengthen the conditions for mobility across the municipality, particularly in **connecting urban and rural areas** in a more coherent, efficient, and sustainable manner.

Despite ongoing investments in infrastructure and services, mobility remains largely centred on private car use, while many public or shared alternatives remain underused—often not due to **lack of availability**, but due to a lack of **visibility and trust**.



In response, the IAP adopts a twofold strategy: it promotes physical improvements through five strategic areas of intervention while also placing a strong emphasis on communication and awareness. At the heart of this strategy is the creation of a centralised digital platform—a one-stop space for mobility information, designed to make services more visible, understandable, and trustworthy. By unifying information and showcasing progress in real time, the IAP aims to empower residents to make more informed travel choices, build confidence in public transport and active mobility, and ultimately foster a cultural shift toward more sustainable and inclusive mobility behaviours.

Vision Statement

Santa Maria da Feira aspires to create a healthier, more inclusive and connected territory by placing walking, cycling and public transport at the heart of everyday life. Through integrated planning, safer streets, and shared responsibility, the municipality promotes a culture of sustainable mobility, strengthened by clear communication, community engagement and innovative awareness strategies that build public trust, foster connectivity, and improve quality of life.

Co-Design and Participation

The IAP is the result of a highly participatory process, led by the URBACT Local Group (ULG) and supported by transnational exchanges. The ULG brought together a broad range of local stakeholders, including municipal departments, transport operators, civil society organisations, school communities, health entities, cultural associations, and mobility experts. This collaborative approach ensured that the plan reflects local priorities, user needs, and realistic implementation pathways.

Strategic Objectives, Areas of Intervention and Actions

The IAP is structured around five strategic objectives:

Strategic Objectives	Area of Intervention	Action
Promote walking as the foundation of urban mobility	Walkable Santa Maria da Feira	Actions 1–4
Foster everyday cycling by creating a cohesive, accessible infrastructure	Cyclable Santa Maria da Feira	Actions 5–7
Strengthen and integrate public transport systems	Promotion of Public Transport and Integration of Modes	Actions 8–11
Improve road safety and rationalise car use	Optimisation of the Road System	Actions 12
Cultivate a new culture of sustainable mobility	Introducing a New Mobility Culture	Actions 13-14

The plan identifies **14 key actions** across **5 priority areas of intervention**, including pedestrianisation of the historic city centre, expansion of electric micromobility services, accessibility improvements at bus stops, traffic calming measures near schools, real-time public transport information systems, and awareness campaigns on sustainable mobility. Information about these actions is centralized in an app, Mob.Feira, developed in the context of this program and which also integrates an intervention area.
Each action is accompanied by an indicative implementation plan, covering activities, outputs, timelines (by quarter), costs, related actions, and potential risks.

Implementation and Monitoring

The implementation strategy is phased over the short, medium, and long term, and builds on existing governance mechanisms within the municipality. The ULG will continue to act as a collaborative platform throughout implementation, supported by a **monitoring framework** based on clear KPIs, periodic reporting, and adaptive planning.

Expected Impact and Legacy

The IAP is expected to deliver tangible improvements in sustainable mobility, air quality, safety, social equity, and urban attractiveness. More than a set of discrete projects, it represents a cultural shift towards inclusive, people-centred, and integrated urban mobility—one that is replicable and scalable to other territories. In the long term, this IAP aims to position Santa Maria da Feira as a regional reference in sustainable urban mobility, in line with national climate goals and the European Green Deal.

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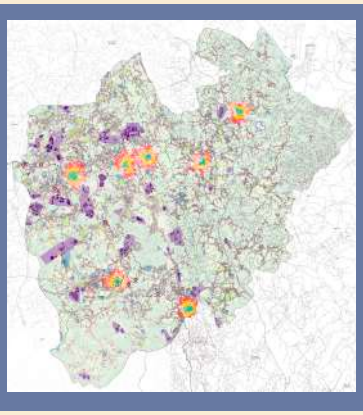
Context, Needs, and Vision

Infographics Overview

The Municipality of Santa Maria da Feira is aligned with the need to improve urban-rural mobility, by testing and implementing sustainable, accessible, and integrated mobility solutions.



Urban areas
Key transport corridors
Compact and more developed infrastructure
Higher concentrations of commercial, industrial, and administrative activities

Rural areas
Lower population densities
Higher prevalence of agriculture and forestry activities

Population: 136,674 people (2021 national census)

Main Challenges of the current situation

- **Accessibility gaps persist**
- **Intermodal connectivity is limited**
- **Low public awareness of transport offer**
- **Traffic congestion in key junctions**
- **Lack of cycling infrastructure**
- **Limited frequency and coverage of public transport**
- **Intermodality still underdeveloped**

Problem identification by local stakeholders

Low adherence to public transportation due to:

- **Infrastructure limitations**
- **Car dependency**
- **Low public awareness and satisfaction**
- **High cost of public transport**
- **Region's specific mobility challenges**

Perceived negative effects by local stakeholders

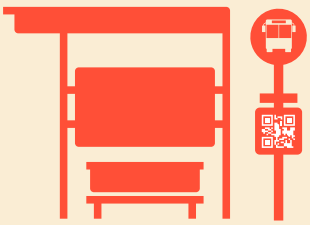
- **Increased traffic congestion**
- **Environmental impact**
- **Social inequity**

The vision statement of the municipality

Santa Maria da Feira aspires to create a **healthier, more inclusive** and **connected territory** by placing **walking, cycling** and **public transport** at the heart of everyday life. Through **integrated planning, safer streets, and shared responsibility**, the municipality promotes a culture of sustainable mobility, strengthened by **clear communication, community engagement** and **innovative awareness strategies** that **build public trust, foster connectivity**, and **improve quality of life**.

Our pilot action

Mob.Feira is a user-friendly digital platform that is being developed to centralize information about **walking, cycling and public transport** in Santa Maria da Feira. A first pilot provided timely updates on public transport schedules, routes, and service changes **using qr codes** in bus stops.



1.1 Thematic Focus Introduction

Overall Theme

The Integrated Action Plan (IAP) for Santa Maria da Feira is structured around a clear ambition: to **promote a more efficient, sustainable, and inclusive mobility system** by addressing the specific needs of both urban and rural areas. This ambition is operationalised through five strategic areas of intervention, each targeting key mobility challenges.

Together, these areas form a comprehensive and integrated response to the mobility needs of the municipality—seeking to **rebalance the dominance of car use, enhance multi-modal connectivity**, and **increase the attractiveness and usability of sustainable transport alternatives**. The actions proposed are firmly grounded in the local context and aim to deliver **tangible improvements** to infrastructure, services, accessibility, and the public space.

However, the success of these improvements relies not only on implementation but also on **effective communication**. Historically, many efforts and resources have gone unnoticed by the population, limiting their impact. **Citizens often remain unaware of the mobility options available to them**, or of the changes made to improve their daily lives.

This IAP therefore recognises that **bridging the gap between action and perception is fundamental**. For mobility to be used, it must first be known and trusted. The plan includes specific measures to **centralise information, communicate ongoing improvements clearly and accessibly, and build a culture of engagement and awareness** around mobility issues. Only by doing so can we ensure that the concrete changes being made are not only implemented—but truly experienced and embraced by the people they are meant to serve.

Current state of play

Key demographic, economic and spatial trends

The municipality, with a population of **136,674 people (2021 census)**, includes a range of densely urbanized zones and vast rural areas. The urban areas are predominantly located along key transport corridors and are characterized by a compact and more developed infrastructure, including higher concentrations of commercial, industrial, and administrative activities. In contrast, the rural regions are more dispersed, with lower population densities and a higher prevalence of agriculture and forestry activities. This contrast has led to distinct challenges in terms of accessibility, transportation infrastructure, and travel behaviour, which are essential considerations for developing a comprehensive mobility plan. Spatially, the territory is marked by a polycentric structure, with the city centre surrounded by several active parish nodes, requiring a mobility strategy that bridges the urban-rural divide.

Urban mobility profile and identified bottlenecks

Santa Maria da Feira, a municipality in northern Portugal and part of the Porto Metropolitan Area, faces a complex mobility scenario shaped by the stark contrast between its urban and rural zones. The territory includes both densely populated urban areas along major transport corridors and dispersed rural regions characterised by lower population density and limited infrastructure. This duality has led to significant challenges in accessibility, transport infrastructure, and travel behaviour, particularly in ensuring equitable mobility for all residents.

Mobility in the municipality remains largely dependent on private vehicles, with low modal shares for walking, cycling, and public transport. Traffic congestion at key junctions, the lack of cycling infrastructure, and the limited frequency and coverage of public transport further compound the issue. While the city

centre is compact and relatively well-served, suburban and rural areas face substantial mobility barriers. The rural zones, in particular, suffer from insufficient public transport options, forcing residents to rely heavily on private cars for access to urban centres. This reliance not only causes congestion on major roads but also contributes to environmental degradation through air pollution and increased energy consumption.

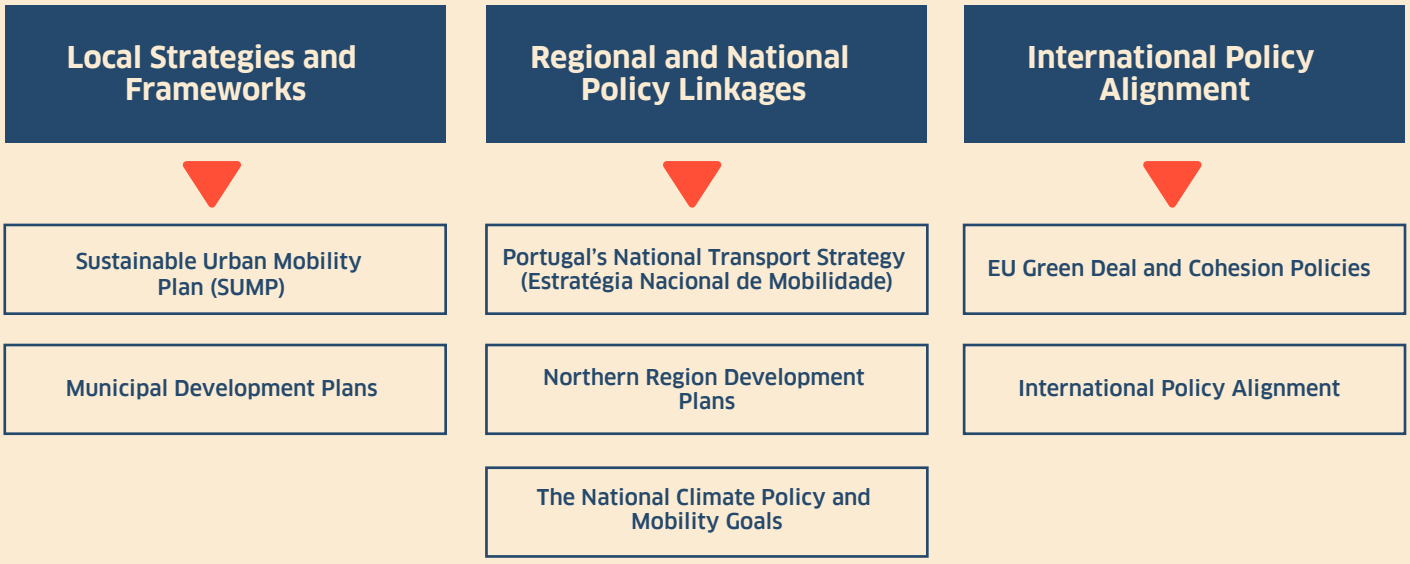
Despite some improvements in urban mobility, the disconnection between rural and urban areas persists, leading to longer travel times and reduced access to essential services such as healthcare, education, and administrative support. Suburban zones also lack adequate infrastructure for active mobility, causing residents to favour private vehicles even for short trips.

A key challenge acknowledged by the municipality is the underdeveloped integration of public transport systems, which limits the possibility of seamless multimodal travel. Although improvements have been initiated, responsibility for the transport network lies with the Porto Metropolitan Authority (AMP), creating governance-related barriers to implementing some of the municipality's proposed measures. In addition, a lingering mistrust in public transport—fostered by past inefficiencies—undermines public confidence, even where viable solutions exist.

This IAP document seeks to address these intertwined challenges by reducing car dependency, enhancing public transport services, and promoting intermodal connectivity. A core strategy of the IAP is to strengthen the visibility, accessibility, and perceived reliability of mobility options. It does so by increasing the quantity and quality of information available to the public and by fostering active community engagement. Central to this approach is the development of a unified information platform that will improve awareness of available mobility services and stimulate trust in their use. By addressing both infrastructural and perceptual barriers, the IAP aims to create a more balanced, inclusive, and environmentally sustainable mobility system across the entire municipality.

Strategic Linkages

This IAP supports urban-rural mobility in Santa Maria da Feira by aligning international objectives with local, regional, and national strategies, emphasizing the need to tailor policies to the municipality's territorial specificities.



Local Strategies and Frameworks

Sustainable Urban Mobility Plan (SUMP)

The IAP aligns with the municipality's SUMP, which promotes public transport, active mobility, and reduced car dependency. By fostering trust in public transport and encouraging its use, the IAP supports the SUMP's goals of accessibility, environmental sustainability, and reduced urban congestion—especially in underserved areas.

Municipal Development Plans

Local development plans promote balanced growth between urban and rural areas, with a focus on improved transport networks. The IAP complements this by addressing mobility gaps and enhancing connectivity through public transport and non-motorized infrastructure in less accessible zones.

Regional and National Policy Linkages

Portugal's National Transport Strategy (Estratégia Nacional de Mobilidade)

The IAP contributes to this national strategy by promoting sustainable mobility and reducing regional disparities. It supports the shift away from private car use toward more efficient and accessible transport options, aligning with national emissions reduction and cohesion goals.

Northern Region Development Plans

As part of Portugal's Northern Region, Santa Maria da Feira benefits from regional policies aimed at improving connectivity and economic cohesion. The IAP addresses rural mobility challenges that limit access to services and opportunities, thus reinforcing regional development efforts.

The National Climate Policy and Mobility Goals

The IAP's focus on reducing car dependency, strengthening public transport, and promoting active mobility aligns with Portugal's climate policy and goals to reduce emissions and promote sustainability in the transport sector.

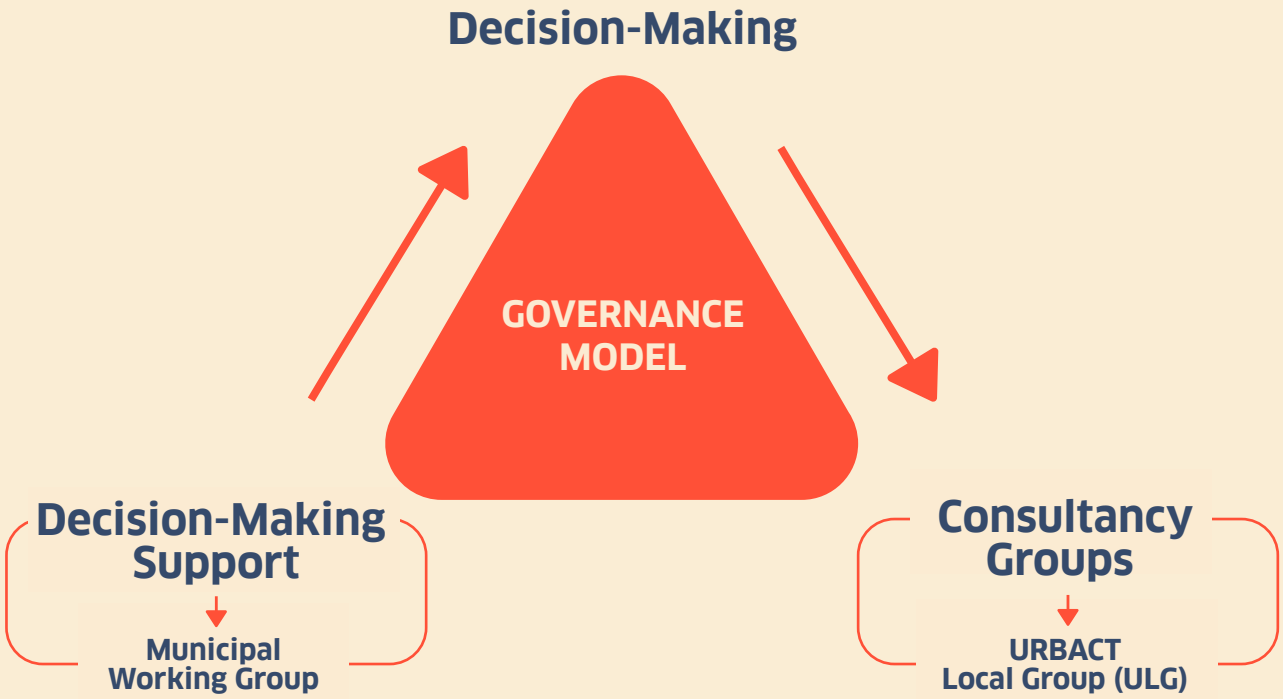
International Policy Alignment

EU Green Deal and Cohesion Policies

The IAP supports the EU Green Deal and Cohesion Policies by enhancing sustainable and inclusive mobility, reducing emissions, and strengthening territorial cohesion. It contributes to the EU's climate neutrality targets and helps bridge mobility gaps between urban and rural areas.

International Policy Alignment

The effective implementation of the IAP requires coordination among various institutional stakeholders, as we describe below.



Technical structures and policies	Composition	Tasks
Executive Committee	Presidency; Council	- Accompanying the development of the plan, passing on their experience and information; - Issuing opinions (to the competent bodies); - Participating in the implementation of the plan through the development of proposals.
Technical Working Group	Specialised Technical Team; Municipal Working Group and External Consultants	- Liaising between the technical team and the various levels of governance: - Checking the information produced within the scope of the plan and accompanying the design team in the various actions; - Proposing and leading the realisation of any adaptations to the plan.
Monitoring Committee	AMP; CCDR-Norte; CP; Infraestruturas de Portugal; ANTROP; ANTRAL; ANTRAM; IMT; AMT; Education and Teaching Institutions; Parish Councils; Other organisations; URBACT Local Group (ULG)	- Accompanying the development of the plan, passing on their experience and information; - Issuing opinions (to the competent bodies); - Participating in the implementation of the plan through the development of proposals.

Municipal Mobility Department

The Santa Maria da Feira Municipal Mobility Department plays a central role in the IAP's implementation, overseeing the coordination of transport services, effective communication of these services, related infrastructure development and community engagement efforts. The Municipal Mobility Department will oversee the execution of the IAP, ensuring that it is integrated into broader municipal planning and that initiatives are aligned with the Sustainable Urban Mobility Plan (SUMP) and other local development strategies.

Urban Local Group (ULG)

The Urban Local Group (ULG) is essential to the implementation of Santa Maria da Feira's IAP, ensuring it reflects community needs through a participatory and inclusive approach. Composed of representatives from community groups, local entities, parish councils, and the Municipality's Mobility Department, the ULG fosters collaborative decision-making and policy alignment.

Composition of the ULG

The group includes diverse community members—including the elderly and students—who highlight daily mobility challenges and ensure equity in planning. Local entities and parish councils contribute deep local knowledge and act as intermediaries, relaying passenger feedback and concerns to inform solutions. The Mobility Department ensures technical expertise and coherence with municipal strategies.

Functions of the ULG

The ULG advises on strategic decisions, aligning interventions with local priorities. Members act as bridges between the community and the municipality, co-creating solutions that reflect lived experiences. By integrating feedback and on-the-ground knowledge, the ULG helps shape responsive and realistic mobility policies. It also plays a key advocacy role, building support and consensus for inclusive, sustainable urban-rural mobility.

Regional and National Agencies

Collaboration with regional agencies such as the Northern Regional Coordination and Development Commission (CCDR-N) and national bodies like the Ministry of Infrastructure and Housing will be essential to secure funding, align with broader policies, and ensure the effective integration of urban-rural transport solutions.

1.2 Problem Definition

Problem identification by local stakeholders

Key demographic, economic and spatial trends

This IAP addresses the critical issue of insufficient urban-rural mobility, which limits access to essential services, economic opportunities, and social inclusion for rural residents. In addition to the limited public transit services and a lack of coordination between urban and rural areas, this issue strongly stems from inadequate transport services communication that leads to the difficulty in obtaining fundamental information about using public transport. In some situations, public transport may be adequate, but the lack of knowledge about routes and timetables has contributed to its poor use.

The effects are significant, including social isolation, reduced employment prospects, and environmental challenges due to increased reliance on private vehicles.

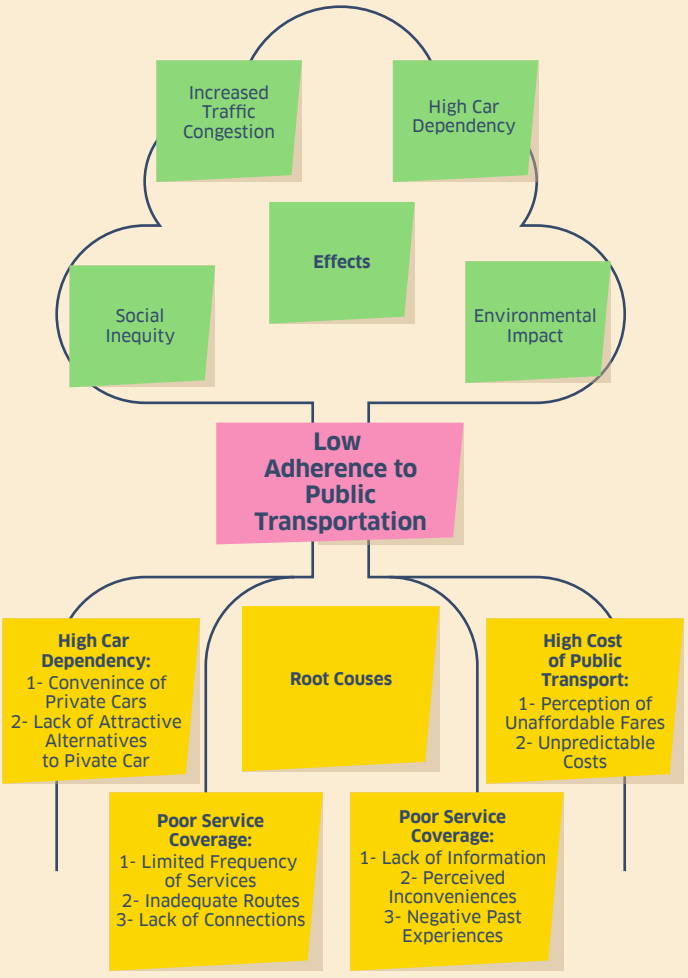


Figure. Problem tree illustration

The problem tree for low adherence to public transportation in Santa Maria da Feira highlights local factors like:

Infrastructure limitations

Car dependency

Region's specific mobility challenges

The public transportation network, particularly the bus and rail systems, is not sufficiently integrated or efficient to compete with the convenience of private car use. This is exacerbated by limited service frequency and low interconnection between different transport modes. Additionally, the car-centric urban design of the municipality, particularly in suburban and rural areas, makes it easier and quicker for many residents to use their own vehicles, further contributing to the underuse of public transport.

Another key factor is poor service coverage. Public transportation services, particularly bus and train routes, are infrequent, especially in rural areas or during off-peak hours, which makes them less attractive for daily use. The routes themselves also present some challenges, as they do not cover all important destinations in both urban and rural areas, leading to the underserving of several regions. For example, the Vouga Line, while connecting parts of the municipality, is limited by its winding path, slow speeds, and infrequent schedules. Additionally, the lack of integration between different transport modes, such as buses and trains, leads to longer and more inconvenient travel times for passengers, deterring them from using the system.

The third contributing factor is **low public awareness and satisfaction**. Public transportation options are not well promoted, and real-time information about schedules and routes is insufficient. As a result, many potential users are unaware of the available options. Additionally, public transport is often perceived as inconvenient and less comfortable than private car use. This perception is especially strong in rural areas, where services are infrequent and unreliable. Negative past experiences with delays, overcrowding, or poorly maintained services further discourage potential users from relying on public transport.

The **high cost of public transport** also plays a significant role. Fares may be perceived as too high, particularly in comparison to the relatively low costs of private vehicle ownership, despite the rising costs of fuel. Moreover, the complexity of pricing, where transfers between buses and trains can accumulate extra costs, creates unpredictability, deterring some users from considering public transport as a viable option.

These factors contribute to several negative effects. First, low adherence to public transportation leads to **increased traffic congestion**, especially in urban areas, which impacts the overall efficiency of the transport system and reduces the quality of life for residents. The **environmental impact** is also significant, as the high dependence on private cars increases emissions and contributes to pollution, which harms air quality and public health. Lastly, there are also issues of **social inequity**, as rural populations, the elderly, and low-income groups face mobility barriers due to insufficient access to public transport. This leads to social exclusion and limits their ability to access essential services, highlighted in the urban-rural mobility gap.

Local Priorities

This problem analysis, supported by stakeholder input and a detailed understanding of local conditions, grounds the IAP's objectives in tangible challenges and achievable goals.

Enhancing connectivity is a key priority, with a focus on expanding public transport routes knowledge to effectively bridge the urban-rural divide and provide rural residents with better access to urban centres. Fostering community involvement is another critical aspect, involving rural residents directly in the planning and evaluation process to ensure that transport solutions are tailored to their needs and receive widespread support.

On another hand, leveraging technology plays a significant role in this strategy, with plans to develop digital materials for route and schedule communication and faster updates, making the system more efficient and user-friendly. Finally, promoting sustainability is a key objective, encouraging the use of eco-friendly transit options and reducing the reliance on private vehicles to minimize environmental impact and create a more sustainable transport system.

The development of a SWOT analysis was important to comprehend and visualize these local mobility priorities.

SWOT Analysis

Strengths

- Strong community ties and active civil society supporting inclusive planning.
- Growing policy support for sustainable mobility at local and regional levels.
- Presence of community-based initiatives and local leaders.
- Increased public awareness of environmental sustainability.

Weaknesses

- Lack of integrated mobility solutions for rural areas.
- Limited awareness of public transport options in rural communities.
- Inadequate infrastructure (roads, cycling lanes, intermodal hubs).
- Budgetary and administrative constraints.
- Fragmented governance among transport stakeholders.
- Systemic barriers affecting vulnerable groups.

Opportunities

- Technological tools to enhance user experience and communication.
- Potential for coordinated investment in sustainable transport infrastructure.
- Alignment with environmental and climate policy goals.
- Public support for greener, more equitable transport options.

Threats

- Continued reliance on private vehicles due to service gaps and distrust.
- Risk of losing political momentum or funding.
- Persistent underinvestment in rural mobility.
- Resistance to change among some community members and stakeholders.

Vision Statement

Santa Maria da Feira aspires to create a healthier, more inclusive and connected territory by placing walking, cycling and public transport at the heart of everyday life. Through integrated planning, safer streets, and shared responsibility, the municipality promotes a culture of sustainable mobility, strengthened by clear communication, community engagement and innovative awareness strategies that build public trust, foster connectivity, and improve quality of life.

Integration

Integration is a cornerstone of effective urban-rural mobility, ensuring that different transport modes, governance structures, and stakeholder needs are seamlessly coordinated to provide efficient and inclusive mobility solutions. It enables smoother movement for people, goods, and services, improving accessibility and reducing the challenges of fragmented mobility systems.

In urban-rural mobility, several dimensions play a crucial role on achieving integration. For example, mode integration, which aims at the complementation rather than the competition between different transport modes (e.g., public transport, cycling, walking, and private cars), through the design of infrastructure that supports easy transitions from one mode to another, Spatial Integration and Social and Economic Integration, to providing equitable mobility solutions to all demographics, including rural residents, vulnerable groups (e.g., elderly, disabled, and low-income communities), and promoting access to social, cultural, and economic opportunities across the urban-rural divide, and Institutional Integration, by creating strong partnerships among municipal, regional, and national authorities, transport providers, and the community to deliver integrated and effective mobility solutions.

In the context of Santa Maria da Feira, integration is particularly important due to its mixture of urbanized areas and rural zones with distinct mobility needs and infrastructure. For Santa Maria da Feira, where there are both urban and rural areas, integration is especially important for addressing the challenges of mobility gaps between these zones. This requires efficient and accessible transport solutions that ensure rural populations can easily access urban services and economic opportunities.

Current Levels of Integration

Mode Integration

Regarding mode integration, Santa Maria da Feira has a mix of transport modes, including road, rail, and emerging soft modes (cycling and walking). The public transport system (including bus and train services) needs to be better connected and integrated across urban and rural areas, especially given that the train system (via the Vouga Line) has limited frequency and connectivity. This hinders the potential of using the train for regional commuting, and integration with the road network must be enhanced.

Public transport integration with cycling networks and pedestrian infrastructure is also a priority. The SUMP outlines a desire to increase the use of non-motorized transport, which is relevant for both urban and rural mobility.

Spatial Integration

Regarding special integration, the urban-rural connectivity is a significant challenge in Santa Maria da Feira, particularly because the rural areas have poorer access to essential services and transportation. As the

municipality is located within the Porto Metropolitan Area, it has a good connection to major highways, but its internal rural transport networks (especially buses and rail) are insufficient to support seamless mobility between urban and rural areas.

Notwithstanding the need to invest on this level and to increase the options available, there's also a primary need to enhance the use of the existing public transportation solutions, to improve awareness and trust, in order to pave the way for the adoption of further future solutions.

Social and Economic Integration
In the level of social and economic integration, vulnerable groups such as the elderly, people with disabilities, and low-income residents are often more prone to experience social exclusion due to mobility issues. Many live in rural areas where public transport options are limited, creating inequities in access to education, healthcare, and employment opportunities.

The urban-rural divide in terms of access to services (such as the Europarque, the Regional Hospital S. Sebastião, and the Instituto Superior de Entre Douro e Vouga) is also an issue. Better integration of transport services will reduce this divide and ensure equitable access across different population groups.

Institutional Integration
The successful implementation of the IAP requires collaboration across multiple institutional levels: municipal, regional, and national. Agencies responsible for transport, urban planning, and rural development must work together to ensure that mobility solutions are cohesive and integrated. On another hand, local stakeholders, including the municipal mobility department, public transport providers, and community representatives, need to be actively involved in planning and decision-making processes.

Enhancing Integration Through the IAP
Current integration levels in Santa Maria da Feira remain suboptimal, particularly in terms of:

- Public transport connectivity between urban and rural areas.
- Rail transport's competitiveness compared to private vehicles, due to limited service frequency, long travel times, and a lack of direct connections to the broader rail network
- Integration of different modes of transport, with some areas (e.g., cycling and walking routes) lacking sufficient coverage, particularly in rural zones.
- Limited inter-agency coordination, where different authorities and sectors (transport, urban planning, and rural development) work in silos, rather than as part of an integrated approach to mobility.

This IAP seeks to enhance integration by focusing on both spatial integration and institutional integration, by expanding the use of the available public transportation through an integrated communication strategy that aims to enhance awareness and trust in the services, to pave the way for the feasibility of adoption of further advancements in the available offer through flexible transportations solutions in the future.

URBACT Cross-Cutting Themes
The URBACT cross-cutting themes– digital and green–are important considerations for the IAP. Indeed, this IAP leverages digital technologies to improve the efficiency and accessibility of transport services, by considering the development of digital materials and tools for a clearer, smoother and more effective

communication about routes and schedules of the available public transportation solutions. On another hand, the IAP will also significantly contribute to environmental sustainability by enhancing the trust in the public transportation services and the consequent enhancement of its adoption in the day-to-day routine, by encouraging more sustainable transport choices, contributing also to the municipality's climate action goals.

By prioritizing integration, Santa Maria da Feira aims to create a cohesive urban-rural mobility system that enhances the answers to the needs of residents. This IAP serves as a catalyst for these improvements, fostering connectivity, trust, and inclusivity across the region.

Pilot Actions

Overview and strategic framing

One of the flagship pilot actions is the development of Mob.Feira, a digital platform designed to centralise mobility-related information and services, foster behavioural change, and strengthen public trust in sustainable mobility alternatives.

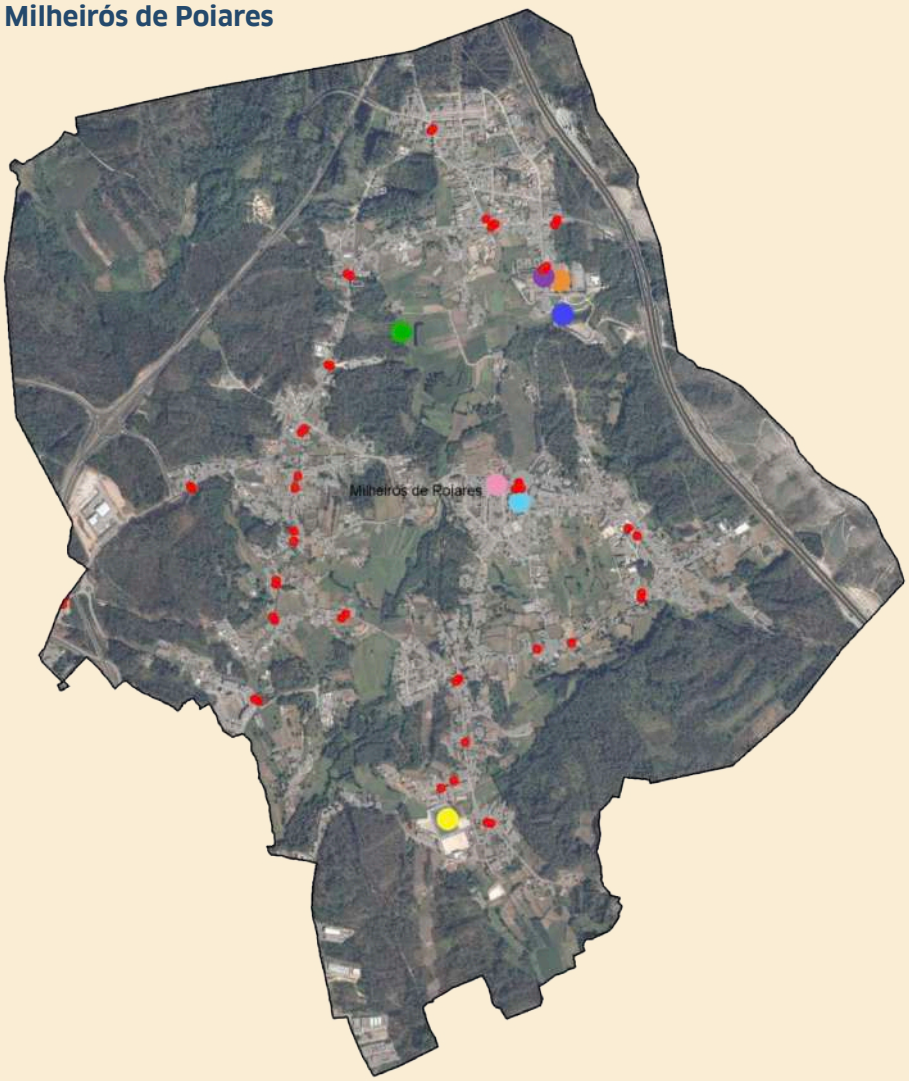
This action emerged from a participatory process involving the URBACT ULG, which was consulted to assess the relevance, feasibility, and added value of developing a digital mobility application. The feedback from this multi-stakeholder group confirmed the existence of fragmented, insufficient, and poorly communicated mobility information, especially affecting users in peripheral and rural areas. In parallel, a series of usability studies and user experience workshops were conducted to understand the population's digital habits, preferences, and barriers in accessing mobility services.

These findings confirmed the need for a centralised and inclusive digital solution, capable of simplifying the access to existing services while also supporting the communication of new ones—many of which have previously gone unnoticed by the population. Mob.Feira will therefore become a key enabler of a more efficient, sustainable, and citizen-centred mobility ecosystem.

Miheirós de Poiares: the pilot site of the Mob.Feira project

Milheirós de Poiares is one of the southernmost parishes of Santa Maria da Feira, characterised by a rural setting, dispersed population, and a strong sense of community identity. It combines agricultural and residential areas with small-scale industry and local services. **Due to its low population density and limited transport offer, Milheirós de Poiares was selected as the pilot area for the Mob.Feira project,** an initiative aimed at testing innovative, user-centred mobility solutions that improve accessibility and connectivity in rural contexts.

Milheirós de Poiares



- Bus Stop

Points of interest

- Football Field
- Cultural Center
- Social Center
- School
- Church
- Parish Council
- Leisure Park
- River Beach

Objectives of the Pilot Action

- Provide a user-oriented and integrated digital platform that centralises information on all mobility options in the municipality.
- Support behavioural change by improving trust, awareness, and accessibility of public transport and active mobility.
- Facilitate real-time monitoring of mobility patterns and user preferences to support evidence-based planning.
- Encourage greater multimodality, offering integrated route planning and user-tailored information.

Key Features of the Mob.Feira Platform pilot

- Real-time information on public transport (timetables, delays, occupancy).
- QR Code access to service information at bus stops and elevated stops ("posteletes"), allowing immediate access to timetables, route planners, and service updates via smartphones.
- Feedback and reporting tools to encourage participatory governance.

Stakeholders involved:

- Santa Maria da Feira Municipality (lead promoter)
- Transport operators
- ICT partners and digital innovation companies
- ULG members and community representatives
- Accessibility, education, and environmental NGOs
- Schools and young people in Santa Maria da Feira (for digital engagement)

To ensure all ULG members are aligned on the current challenges and goals of urban-rural mobility, a series of collaborative activities were conducted up to this date along five meetings. These meetings were organized as a first step, bringing together key stakeholders to reflect on the problem of urban-rural mobility in Santa Maria da Feira. The findings of these meetings highlight issues such as low adherence to public transport and inadequate rural-urban connectivity. These sessions allowed participants to review existing data, identify critical areas for improvement, and co-create a shared vision for mobility enhancement.

Taking all this into consideration, a group of personas was created to be able to promote a better projection of the needs of our different target groups.

Manuel, 73
The Disconnected Retiree

Location: Mosteirô

Occupation: Retired (former agricultural worker)

Current mobility: Depends on his daughter for transport. Only uses public transport for medical appointments.

Perception of transport: Doesn't trust schedules. Feels left behind and uninformed. Remembers "when there were more buses."

Technology use: Basic mobile phone. Has never used apps or digital platforms.

Needs: Reliable transport to the health centre and the weekly market. Clear, spoken or printed information.

Rosa, 46
The Commuting Caregiver

Location: Milheirós de Poiares

Occupation: Care assistant at a nursing home in São João da Madeira

Current mobility: Shares a car with her husband. Public transport schedules don't match shift work.

Perception of transport: Knows it exists but lacks trust. Afraid of missing the ride or not getting back home.

Technology use: Uses WhatsApp and Facebook. Rarely looks up transport info online.

Needs: Clear, real-time information. Better inter-line connections. Park-and-ride with shuttle options.

Tiago, 19
The Frustrated Digital Student

Location: Escapães

Occupation: University student in Porto

Current mobility: Uses the Vouguinha train + metro. Cycles to the station, but feels unsafe and has nowhere secure to leave the bike.

Perception of transport: Delays and poor schedules. Sees the system as disconnected.

Technology use: High. Uses transport apps and social media to complain or share experiences.

Needs: More intermodality. Clear and updated digital information. Better student pass integration.

Inês, 14
The Limited Explorer

Location: Romariz

Occupation: 9th-grade student

Current mobility: Walks to school with her mother. No autonomy to attend extracurricular activities in other villages.

Perception of transport: Hears adults say "there's no transport." Feels "stuck" in her area.

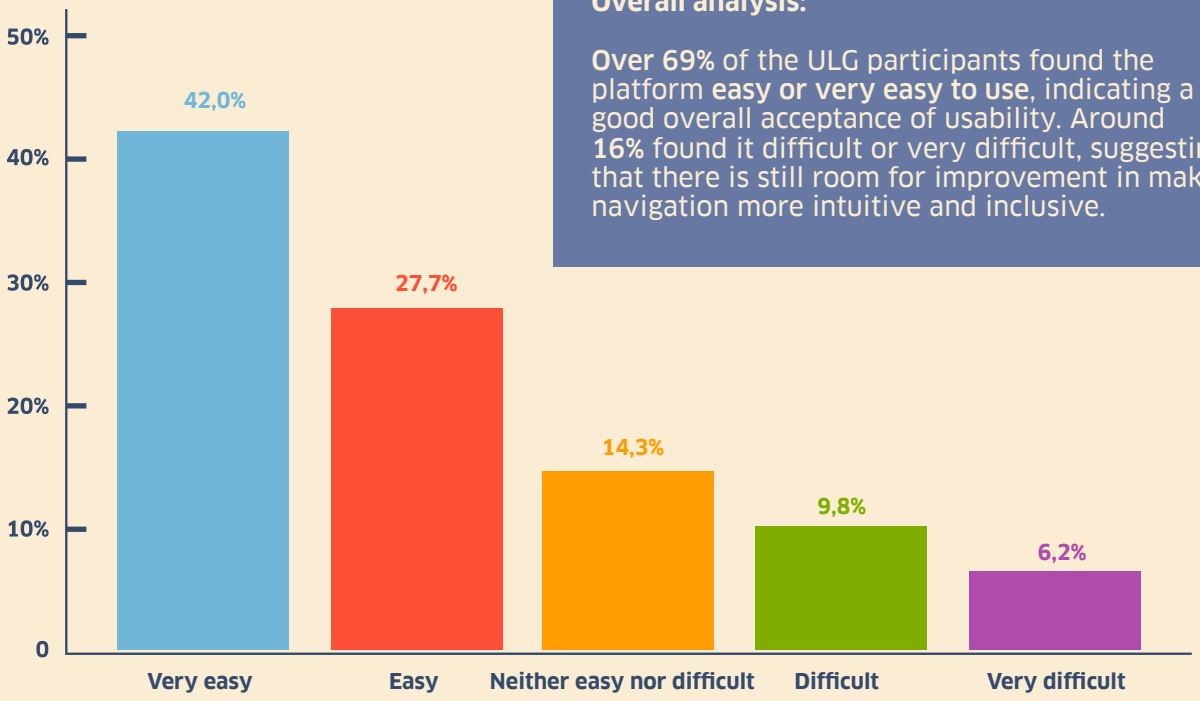
Technology use: Watches videos and plays games and has independent access to transport apps.

Needs: Local, safe transport network. Schedules aligned with children's routines. Clear, family-friendly information.

Mob.Feira Evaluation Survey
ULG Sessions
May 12-15, 2025

The mobility app was validated by the ULG group, whose input was essential to guiding the development of a user-friendly and intuitive platform. Here are some of the assessment results of these sessions.

Ease of use of the Mob.Feira app



Overall analysis:

Over 69% of the ULG participants found the platform **easy or very easy to use**, indicating a good overall acceptance of usability. Around **16%** found it difficult or very difficult, suggesting that there is still room for improvement in making navigation more intuitive and inclusive.

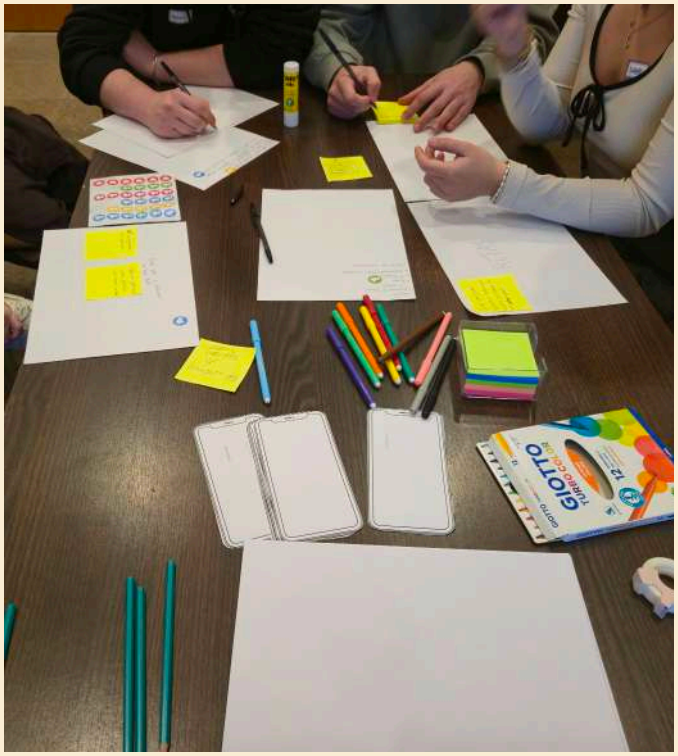
The co-creation process with the URBACT Local Group (ULG) in Santa Maria da Feira was one of the most enriching and transformative stages of the IAP's development. The group brought together a diverse range of participants – young students, working-age citizens, and senior residents – whose collective perspectives offered a comprehensive understanding of the municipality's mobility realities and aspirations.

Throughout the participatory sessions, the group explored how mobility is experienced differently across generations and geographies. Despite varying priorities, a shared concern quickly emerged: the lack of clear, accessible information about transport options. This insight led to the idea of **developing a digital platform** capable of centralising all mobility information within the municipality.

From that point on, the group actively contributed to shaping what would become the **Mob.Feira WebApp**. With the technical and creative support of the younger participants, an initial prototype was developed, featuring core functions such as real-time transport information and route planning.

This collaborative process highlighted several key learnings – **the power of inclusive participation, the value of intergenerational collaboration, and the importance of designing mobility solutions that are both human-centred and technologically adaptable.** The result was not only a functional digital tool, but also a strengthened sense of ownership and collective responsibility for the future of mobility in Santa Maria da Feira.

URBACT Local Group meetings in Santa Maria da Feira included co-creation sessions to brainstorm and validate the Mob.Feira App.



Bus stops and poles equipped with QR codes that allow users to access real-time information on the lines and schedules of the buses serving that stop.

Bus stop signage and information poles (“postaletes”)

Information is a key element in any transport system, not only because it influences how people decide to travel, but also because it supports passengers throughout their journey. In this sense, the information poles (“postaletes”), which will have a uniform design across the municipality, play a fundamental role in providing users with clear, objective, and efficient travel information. By doing so, they help increase the visibility and attractiveness of the public transport service.

The municipal public road transport network of Santa Maria da Feira currently includes **1,175 bus stops**, yet passengers often lack access to basic information about the routes serving each stop. **The installation of “postaletes” therefore assumes particular importance across the territory. In the first phase, this initiative was implemented as part of the URBACT pilot project, with installation taking place in the parish of Milheirós de Poiares. Following its success, the system is now being replicated across other parishes of the municipality.** Each pole integrates the **Mob.Feira WebApp, accessible via a QR code that provides real-time route and timetable information for that specific stop**.

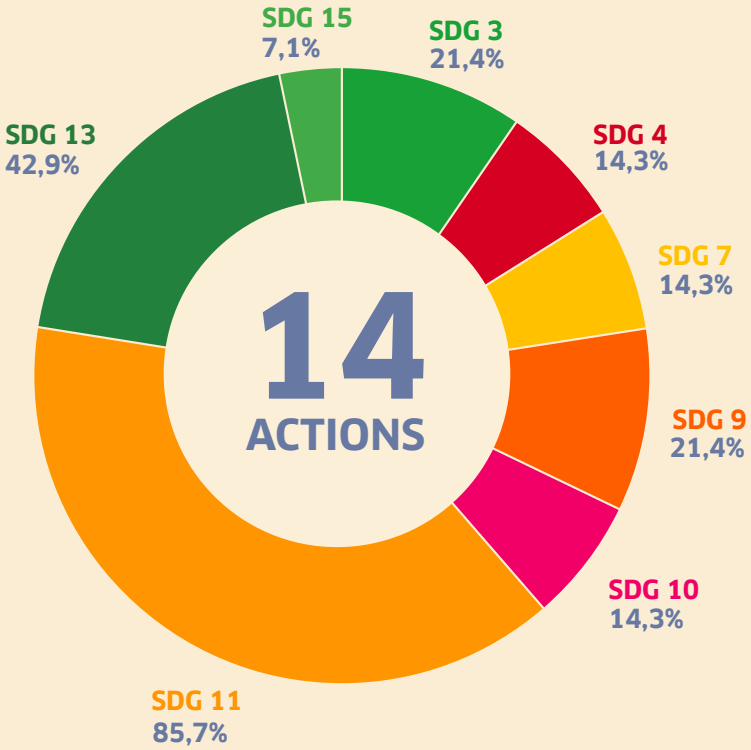
The “postaletes” consist of a vertical post supporting an information panel (flag), where an adhesive vinyl sticker is applied. Each panel displays the **zone identification, stop name** and **code, route number**, and the **final destination of the bus lines serving that stop**, ensuring consistent, user-friendly information across the entire network.

2

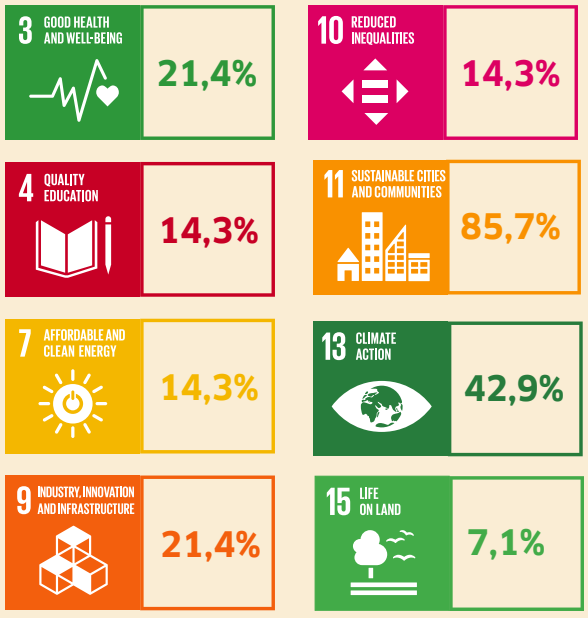
Overall Logic & Integrated Approach Section

Infographics Overview

Strategic Objectives	Area of Intervention	Action
Promote walking as the foundation of urban mobility	Walkable Santa Maria da Feira	Actions 1–4
Foster everyday cycling by creating a cohesive, accessible infrastructure	Cyclable Santa Maria da Feira	Actions 5–7
Strengthen and integrate public transport systems	Promotion of Public Transport and Integration of Modes	Actions 8–11
Improve road safety and rationalise car use	Optimisation of the Road System	Actions 12
Cultivate a new culture of sustainable mobility	Introducing a New Mobility Culture	Actions 13-14



ACTIONS % SDG



2.1 Overall Logic

The IAP for Santa Maria da Feira is anchored in strategic objectives that define a clear, people-centred vision for a more sustainable, inclusive, and efficient mobility system. These objectives ensure coherence across all actions, guiding decision-making and prioritisation while addressing real local challenges.

OVERARCHING GOAL

To move towards a "Carbon-Neutral Territory" by improving quality of life, reducing environmental impact and enhancing social equity through a sustainable, inclusive and multimodal mobility system.

Strategic Objectives

1. Promote walking as the foundation of urban mobility
Encourage pedestrian mobility as the primary mode of transport by enhancing safety, comfort, accessibility and connectivity. Prioritising walkability supports active lifestyles, local commerce, and social inclusion, while reducing car dependency.
Linked to Actions 1–4 (Walkable Santa Maria da Feira)

2. Foster everyday cycling by creating a cohesive, accessible infrastructure
Enable cycling for short- to medium-distance trips through safe infrastructure, bike-sharing systems and supportive urban furniture, aligned with the municipality's topography and daily travel patterns.
Linked to Actions 5–7 (Cyclable Santa Maria da Feira)

3. Strengthen and integrate public transport systems
Increase the attractiveness, efficiency and accessibility of public transport through digital tools, improved infrastructure, intermodality and flexible solutions, ensuring better territorial coverage and user satisfaction.
Linked to Actions 8–11 (Promotion of Public Transport and Integration of Modes)

4. Improve road safety and rationalise car use
Establish a new road hierarchy, implement traffic calming measures and improve safety in school zones, while promoting a gradual shift to low-emission municipal fleets and reducing the dominance of private motorised transport.
Linked to Actions 12 (Optimisation of the Road System)

5. Cultivate a new culture of sustainable mobility
Promote long-term behavioural change through targeted awareness and training actions, involving citizens, schools, businesses and public officials in the creation of a shared mobility culture.
Linked to Actions 13–14 (Introducing a New Mobility Culture)

The strategic objectives of Santa Maria da Feira's IAP are designed to address current mobility challenges and capitalize on existing opportunities, ensuring a sustainable and impactful transformation in public transport accessibility and usage. In addition to new mobility standards, the aim is to involve citizens and promote a change in their perception of what is being done in this area. For this reason, the following points are also strategic objectives:

Increase Awareness and Engagement:
Both digital platforms and traditional media channels will be leveraged to ensure widespread outreach, ensuring that all segments of the population are included and informed.

Enhance Accessibility and Information:
This will involve the development of on-ground infrastructure like signage and maps. Additionally, communication strategies will be tailored to accommodate diverse groups, including elderly and disabled residents, ensuring that information is accessible to all.

Build Trust in Public Transport:
To build confidence in the public transport system, reliability and convenience will be emphasized through consistent scheduling and timely services. A feedback mechanism will be developed to allow residents to share their experiences and provide suggestions for improvements, ensuring their voices are heard and their concerns addressed.

Strengthen Policy and Governance:
To support the implementation and ongoing evaluation of the Integrated Action Plan (IAP), governance structures such as a Mobility Task Force will be established. This task force will oversee the execution of the plan, monitor progress, and make adjustments as needed to ensure its success over time.

Areas of Intervention

To achieve the strategic objectives and vision of this IAP, five critical areas of intervention have been identified. These areas are interconnected and collectively aim to enhance public transport accessibility, reliability, and public trust:

Area of Intervention 1: Walkable Santa Maria da Feira
This area focuses on reclaiming urban space for pedestrians by enhancing walkability, accessibility, and public comfort. Actions include improving pedestrian routes, requalifying the Historic City Centre, promoting universal accessibility, developing ecological corridors, and installing supportive urban furniture. The goal is to create a safer, more inclusive, and vibrant urban environment that prioritises people over cars and encourages social interaction and local economic vitality.

Area of Intervention 2: Cyclable Santa Maria da Feira
This area aims to establish cycling as a viable and competitive alternative to car use through the expansion

of a connected and safe cycling network. It includes the gradual implementation of shared electric micromobility systems, the installation of cycling-support infrastructure, and digital tools to promote everyday cycling via the Mob.Feira WebApp. Together, these measures foster a cycling culture that supports daily mobility, recreation, and environmental sustainability.

Area of Intervention 3: Promotion of Public Transport and Integration of Modes

This area promotes an integrated and accessible public transport system connecting urban and rural areas. Key actions involve developing the Mob.Feira WebApp, improving the comfort and accessibility of bus stops, introducing real-time passenger information, defining on-demand transport solutions, and upgrading railway interfaces. These initiatives aim to increase service attractiveness, efficiency, and inclusivity while ensuring seamless multimodal connections.

Area of Intervention 4: Optimisation Of The Road System

This area seeks to rebalance road use by implementing traffic calming measures, redefining road hierarchies, and prioritising safety near schools and residential zones. It also encourages the gradual adoption of sustainable vehicles in the municipal fleet. The ultimate goal is to reduce car dependency, improve traffic safety, and enable the reallocation of space toward public transport and active mobility.

Area of Intervention 5: Introducing a New Mobility Culture

This area focuses on fostering a long-term shift in mobility behaviour through awareness, education, and capacity-building initiatives. Actions include training programmes, public campaigns, and participation in European knowledge-sharing networks such as URBACT. By promoting shared responsibility, universal accessibility, and sustainable travel habits, this area aims to build a strong cultural foundation for the municipality's mobility transition.

Awareness-raising and training initiatives in the areas of Accessibility, Mobility, and Sustainability should adopt practical, people-centred approaches to the territory and modes of transport. ´
These initiatives should aim to:

- Encourage a collective sense of responsibility regarding the use of public space and the environment;
- Promote universal accessibility, with particular focus on the needs of people with reduced mobility and vulnerable users;
- Provide clear, accessible information on sustainable travel options and their benefits for public health, quality of life, economic efficiency, and the environment.

United Nations Sustainable Development Goals (SDGs):
The IAP contributes directly to several SDGs, most notably:

SDG 3 – Good Health and Well-being
The IAP promotes active mobility (walking and cycling), reduces car dependency, and improves the quality of public spaces–contributing to healthier lifestyles, reduced air pollution, and improved physical and mental well-being for citizens.

SDG 4 – Quality Education
Actions include implementing road safety measures around schools (Action 19), ensuring safer access for children and youth. Moreover, awareness and training initiatives on sustainable mobility (Actions 13 and 14) support environmental education and citizenship development.

SDG 5 – Gender Equality
By ensuring that public transport and public spaces are safe, accessible, and user-friendly, especially for vulvnerable groups, the IAP contributes to equitable mobility access, which is particularly relevant for women who rely more on public transport and are more affected by safety and accessibility concerns.

SDG 9 – Industry, Innovation and Infrastructure
The plan includes innovative digital tools (e.g., the Mob.Feira WebApp, real-time information systems), infrastructure requalification, and integrated mobility hubs. These investments promote modern, resilient, and sustainable urban infrastructure.

SDG 10 – Reduced Inequalities
Universal accessibility actions and equitable access to transport options reduce spatial and social inequalities, particularly for people with reduced mobility, elderly citizens, low-income populations, and residents in rural or peripheral areas.

SDG 11 – Sustainable Cities and Communities
This is the IAP's core SDG. The plan directly responds to the need for more inclusive, safe, resilient, and sustainable cities through actions that promote walkability, cycling, public transport integration, and quality public space.

SDG 13 – Climate Action
By shifting mobility choices towards sustainable modes, the plan reduces greenhouse gas emissions, fosters energy efficiency, and mitigates the municipality's contribution to climate change.

SDG 15 – Life On Land
The Integrated Action Plan (IAP) for Santa Maria da Feira contributes directly to SDG 15 by promoting greener, more resilient, and biodiversity-friendly urban environments. Through the development of ecological corridors to support pedestrian circulation, the municipality aims to reconnect fragmented green áreas.

Specific Actions

As mentioned before, these actions are distributed across five identified Areas of Intervention, each reflecting thematic priorities that emerged through diagnostic analysis, stakeholder engagement, and local consultation. A total of 14 concrete and targeted actions give practical shape to the strategic vision outlined in the IAP.

AREA 1 - WALKABLE SANTA MARIA DA FEIRA	
A1	Enhance pedestrian routes and increase their competitiveness
A2	Promote universal accessibility and mobility throughout the urban environment
A3	Develop ecological corridors to support pedestrian circulation
A4	Provide urban furniture for pedestrians to stay and rest
AREA 2 - CYCLABLE SANTA MARIA DA FEIRA	
A5	Gradually expand the shared electric micromobility system
A6	Provide urban furniture to support cycling
A7	Implement a feature to encourage everyday cycling on the Mob.Feira WebApp
AREA 3 - PROMOTION OF PUBLIC TRANSPORT AND INTEGRATION OF MODES	
A8	Develop a WebApp to promote the use of public transport (Mob.Feira)
A9	Improve comfort, accessibility and information conditions at stops, taking universal accessibility into account
A10	Implement real-time information systems at main bus stops
A11	Define solutions for implementing an on-demand transport system
AREA 4 - OPTIMISATION OF THE ROAD SYSTEM	
A12	Gradually promote more sustainable vehicles in Santa Maria da Feira City Council's car fleet
AREA 5 - INTRODUCING A NEW MOBILITY CULTURE	
A13	Develop awareness actions on sustainable mobility
A14	Develop training actions on sustainable mobility

3

Action Planning Details

WALKABLE
SANTA MARIA DA FEIRA

ACTION 1
Enhance pedestrian routes and increase their competitiveness

SHORT DESCRIPTION
Improve existing pedestrian paths and their connectivity, safety, and comfort to increase their use.

Related Strategic Objectives
Active mobility; Accessibility

Target Output
≥ 20% increase in pedestrian flows along improved routes; ≥ 50% of users reporting better safety and comfort in surveys.

Action Lead
Divisão de Rede Viária e Trânsito / DEP / Juntas de Freguesia

Key Partners
Mobility NGOs, Local Schools

Finance & Resources
Estimated cost: €1,250,000,00

Timeline
2026–2034

ACTIVITIES SUMMARY STEPS: 3 YEARS OF IMPLEMENTATION

Activity	Dates	Outputs	Related Activities	Problems/Concerns
Audit of pedestrian route quality	Q3–Q4 2026	Route map + defect log	Flow audit (Act1)	Data gaps; survey fatigue
Design prioritized route upgrades	Q1–Q2 2026	Design sheets & cost estimates	Ecological corridor planning	Alignment with existing utilities
Pilot upgrade of 2 key routes	Q3–Q4 2026	Completed pilot + user feedback	Awareness activities	Parked cars; enforcement of access
Complete route upgrades	Q1–Q2 2030	Improved surfaces, lighting, signage	Act1, Act8	Seasonal delays; procurement delays
Promotional campaign (Walk Days)	Q3 2030	Usage data; KPIs for walk volumes	Culture & ambassadors (SG7)	Low initial usage; weather effects

ACTION 2
Promote universal accessibility and mobility throughout the urban environment

SHORT DESCRIPTION
Implement universal design principles in public infrastructure to ensure equal access for all citizens, regardless of mobility limitations.

Related Strategic Objectives
Social inclusion; Accessibility for all

Target Output
100% of upgraded areas compliant with universal design standards; accessibility score improved by ≥ 30% in municipal audits.

Action Lead
Juntas de Freguesia, Divisão de Rede Viária e Trânsito

Key Partners
Accessibility experts, Disability associations

Finance & Resources
Estimated cost: €1,250,000,00

Timeline
2025–2034

ACTIVITIES SUMMARY STEPS: 5 YEARS OF IMPLEMENTATION

Activity	Dates	Outputs	Related Activities	Problems/Concerns
Accessibility audit of public spaces	Q3–Q4 2026	Audit report with priority list	Route audits, judicial court	Technical auditor availability
Design accessibility upgrades	Q1–Q3 2026	Design implementable plans	Walk route works (Act5)	Diverse needs across users
Implement upgrades (ramps, tactile paths)	Q1 2028 Q4 2030	Accessible infrastructure installed	All Walkable interventions	Execution delays; accessibility compliance
Staff training in universal design	Q1–Q2 2030	Workshop report; staff equipped	Culture & ULG training	Limited participation; inconsistent uptake
Post-upgrade evaluation & certification	Q1–Q2 2029	Evaluation report; certification	Monitoring SG8	Insufficient data; operational issues

ACTION 3
Develop ecological corridors to support pedestrian circulation

SHORT DESCRIPTION
Create green pedestrian corridors that enhance biodiversity while encouraging active mobility.

Related Strategic Objectives
Green infrastructure;
Sustainable urban planning

Target Output
At least 1 new green pedestrian corridor implemented; ≥ 15% increase in walking trips within affected zones.

Action Lead
Divisão do Ambiente e Serviços Urbanos / Divisão de Jardins

Key Partners
Environmental NGOs, Residents' Associations

Finance & Resources
Estimated cost: €1,250,000,00

Timeline
2025–2034

ACTIVITIES SUMMARY STEPS: 2 YEARS OF IMPLEMENTATION

Activity	Dates	Outputs	Related Activities	Problems/Concerns
Identify and map green pedestrian corridors	Q3–Q4 2026	Corridor map report	Route audit; local parks plan	Land access conflicts
Detailed design of naturalized paths	Q1–Q2 2026	Design drawings & ecological brief	Cycle network; public space creation	Environmental impact permitting
Pilot corridor along Uíma river	Q3–Q4 2026	Pilot path + biodiversity indicators	Walk Days & awareness events	Flood risk; approvals
Roll-out corridors connecting key sites	Q1 2028 Q4 2030	Built corridors with seating, signage	Furniture & Wayfinding	Maintenance costs; vandalism
Ongoing ecological monitoring	Q1–ongoing	Biodiversity reports	SG8 monitoring	Seasonal variation; resource availability

ACTION 4
Provide urban furniture for pedestrians to stay and rest

SHORT DESCRIPTION
Install benches, shading, lighting, and signage to support comfort and safety for pedestrians.

Related Strategic Objectives
Public space quality; Inclusive cities

Target Output
50 new rest points installed; ≥ 75% of users reporting higher comfort in public space satisfaction surveys.

Action Lead
Divisão de Estudos e Projetos (DEP)

Key Partners
Design and urban planning professionals

Finance & Resources
Estimated cost: €1,250,000,00

Timeline
2025–2034

ACTIVITIES SUMMARY STEPS: 3 YEARS OF IMPLEMENTATION

Activity	Dates	Outputs	Related Activities	Problems/Concerns
Survey existing furniture needs	Q3–Q4 2026	Needs report	Route audit	Lack of data; survey fatigue
Design & purchase of furniture	Q1–Q2 2026	Procurement plan	Walk/space projects	Budget trade-offs
Installation in first-priority sites	Q3–Q4 2026	Completed installation	Pilot spaces & routes	Vandalism; siting conflicts
Public launch and promotion	Q1 2030	Media kit; usage survey	Culture & awareness	Low use; maintenance needs
Maintenance schedule and responsibility	Q2 2030 ongoing	Maintenance manual; logs	Urban management	Funding for maintenance

CYCLABLE
SANTA MARIA DA FEIRA

ACTION 5
Gradually expand the shared electric micromobility system

SHORT DESCRIPTION
Develop and extend the shared electric bike and scooter system across Santa Maria da Feira, promoting sustainable, short-distance travelling alternatives to private cars.

Related Strategic Objectives

Green and active mobility; Reduction of carbon emissions; Inclusive urban transport

Target Output

25% annual increase in micromobility trips; ≥ 10 new docking points established by 2030.

Action Lead

Gabinete de Mobilidade e Transportes, Operadores Privados

Key Partners

Micromobility service providers, Local Parishes (Juntas de Freguesia), Police Department

Finance & Resources

Estimated cost: €1,700,000,00

Timeline

2025-2030

ACTIVITIES SUMMARY STEPS: 1 YEARS OF IMPLEMENTATION

Activity	Dates	Outputs	Related Activities	Problems/Concerns
Diagnostic of current usage and identification of underserved areas	Q1 2026	Priority zones for expansion identified and mapped	Action 11; Action 5	Incomplete usage data; community acceptance
Definition of fleet expansion strategy and procurement process	Q1–Q2 2026	Operational strategy; Procurement dossiers	Action 10; Action 6	Budget constraints; supplier availability
Deployment of new e-bikes and e-scooters; integration with Mob.Feira app	Q3 2026	Expanded fleet deployed; full system integration achieved	Action 11	Charging station availability; operational logistics
Monitoring and user satisfaction survey post-deployment	Q4 2026	Evaluation report; user feedback collected	Action 8	Low engagement or satisfaction; maintenance needs

ACTION 6
Provide urban furniture to support cycling

SHORT DESCRIPTION
Install safe and visible bike racks, repair stations, and shaded resting spots across key areas to support and encourage daily use of bicycles.

Related Strategic Objectives
Cycling infrastructure; Quality of public space; Active mobility

Target Output
5 new bicycle parking spaces installed; ≥ 80% occupancy rate during peak hours.

Action Lead
Divisão de Estudos e Projetos (DEP)

Key Partners
Urban Planning Department, Local schools, Cycling associations

Finance & Resources
Estimated cost: €1,600,000,00

Timeline
2025–2034

ACTIVITIES SUMMARY STEPS: 1 YEARS OF IMPLEMENTATION

Activity	Dates	Outputs	Related Activities	Problems/Concerns
Mapping of priority areas for cycling support infrastructure	Q1 2026	Infrastructure location plan	Action 5; Action 6	Conflicts with pedestrian areas; physical space constraints
Procurement and installation of bike racks, maintenance points, and hydration stations	Q2–Q3 2026	Equipment installed in at least 10 urban hotspots	Action 9	Vandalism risk; maintenance responsibility
Signage and user guidance materials for new installations	Q3 2026	Visual guides and wayfinding tools deployed	Action 11	User understanding and adoption; clarity of signage

ACTION 7

Implement a feature to encourage everyday cycling on the Mob.Feira WebApp

SHORT DESCRIPTION
Develop and integrate a digital feature within the Mob.Feira platform to promote daily cycling habits–e.g., suggested bike-friendly routes, gamification for cycling frequency, and safety tips.

Related Strategic Objectives

Digital innovation in mobility; Behaviour change; Smart cities

Target Output

≥ 30% of WebApp users engaging with cycling-related content; ≥ 10% increase in self-reported cycling frequency.

Action Lead

Mob.Feira Development Team / URBACT Local Group

Key Partners

App developers, Schools, Environmental NGOs, Local cyclists

Finance & Resources

Estimated cost: €1,700,000,00

Timeline

2025-2026

ACTIVITIES SUMMARY STEPS: 5 YEARS OF IMPLEMENTATION

Activity	Dates	Outputs	Related Activities	Problems/Concerns
UX/UI design of gamified cycling tracker (e.g. "ride & earn" model)	Q1–Q2 2026	Final feature specification and prototype	Action 9	Technical feasibility; user testing feedback
Development and integration into Mob.Feira platform	Q2–Q3 2026	Functional module online and tested	Action 12 (if created); Action 1	App performance; interoperability
Awareness campaign targeting schools, businesses, and residents	Q3–Q4 2026	Campaign material; increase in app downloads and usage	Action 7; Action 8	Low adoption; need for incentives
Feedback collection and feature improvement loop	Q4 2026	Improvement roadmap and next iteration defined	Action 4	Digital literacy barriers; limited engagement metrics

PROMOTION OF PUBLIC TRANSPORT AND INTEGRATION OF MODES

ACTION 8

Develop a WebApp to promote the use of public transport (Mob.Feira)

SHORT DESCRIPTION
Creation and pilot-testing of a digital platform that provides real-time information on bus routes and schedules, supports user feedback and includes features to encourage modal shift toward public transport.

Related Strategic Objectives

Smart mobility; Digital transformation; Public engagemen

Target Output

5,000 active users within the first year; ≥ 20% increase in public awareness of mobility options (based on user surveys).

Action Lead

Mob.Feira Project Team / URBACT Local Group

Key Partners

Local ICT developers, Public Transport Operators, Municipal Communication Unit

Finance & Resources

Estimated cost: €21.650,00

Timeline

Q2 2025

ACTIVITIES SUMMARY STEPS: 2 YEARS OF IMPLEMENTATION

Activity	Dates	Outputs	Related Activities	Problems/Concerns
Define the app's functionalities (routes, schedules, real-time data, intermodality)	Q4 2025	Functional specification document	Action 14; Action 11	Alignment with multiple transport operators
App development and beta testing	Q2–Q3 2026	Working app prototype	Action 9; Action 15	Technical bugs; user interface challenges
Public launch with integrated communication campaign	Q4 2026	App launched; usage metrics available	Action 7; Action 13	Adoption rate; digital divide issues
User feedback analysis and improvement roadmap	Q1 2030	User report and updated development plan	Action 11	Low user retention; need for continuous updates

ACTION 9

Improve comfort, accessibility and information conditions at stops, taking universal accessibility into account

SHORT DESCRIPTION
Upgrade public transport stops to improve physical comfort (e.g. shelters, seating), ensure universal accessibility, and enhance the visibility and clarity of travel information.

Related Strategic Objectives

Inclusive mobility; Public space quality; Accessibility

Target Output

100% of upgraded stops equipped with accessible shelters; ≥ 15% improvement in passenger satisfaction scores.

Action Lead

Gabinete de Mobilidade e Transportes, Área Metropolitana do Porto

Key Partners

Transport operators, Local Parishes, Urban Planning Department

Finance & Resources

Estimated cost: €2,200,000,00

Timeline

2025

ACTIVITIES SUMMARY STEPS: 2 YEARS OF IMPLEMENTATION

Activity	Dates	Outputs	Related Activities	Problems/Concerns
Survey of current conditions at key bus stops	Q1 2026	Diagnostic report with priority ranking	Action 14; Action 6	Heterogeneous conditions across locations
Design of standardized, accessible stop modules	Q2 2026	Design blueprints and material specifications	Action 7; Action 10	Cost implications; space limitations
Pilot implementation of upgraded stops	Q3–Q4 2026	At least 5 upgraded stops operational	Action 14; Action 15	Construction delays; coordination with operators
Monitoring and user satisfaction survey	Q1 2030	Evaluation report with recommendations	Action 8	Vandalism; weather resilience of materials

ACTION 10

Implement real-time information systems at main bus stops

SHORT DESCRIPTION
Introduce electronic signage at main transport hubs and high-traffic stops to provide dynamic, real-time data on arrival times and route changes.

Related Strategic Objectives

Smart mobility; Transparency of information; Traveller confidence

Target Output

10 main bus stops equipped with real-time displays; ≥ 25% reduction in perceived waiting time.

Action Lead

Área Metropolitana do Porto

Key Partners

Transport operators, ICT suppliers

Finance & Resources

Estimated cost: €2,000,000,00

Timeline

2025-2028

ACTIVITIES SUMMARY STEPS: 1 YEAR OF IMPLEMENTATION

Activity	Dates	Outputs	Related Activities	Problems/Concerns
Technical study of communication systems and integration needs	Q1 2026	Connectivity and hardware requirements report	Action 12	Data feed reliability from operators
Procurement and installation of real-time display panels	Q2–Q3 2026	Panels installed at 10 main stops	Action 13	Budget constraints; vandalism risk
Synchronisation with Mob.Feira WebApp	Q3 2026	Functional integration with app interface	Action 12; Action 9	Data latency; maintenance contracts
User guidance and promotion of system	Q4 2026	Awareness campaign launched	Action 7	Low visibility or user trust in data accuracy

ACTION 11

Define solutions for implementing an on-demand transport system

SHORT DESCRIPTION
Develop a feasibility study and roadmap for deploying a flexible transport system to serve low-density or underserved areas, promoting equity and territorial cohesion.

Related Strategic Objectives

Mobility equity; Digital inclusion; Territorial connectivity

Target Output

Pilot system operational by 2028; ≥ 15% increase in public transport use in low-density areas.

Action Lead

Área Metropolitana do Porto, Divisão de Contratação Pública e Gestão de Armazéns, Privados

Key Partners

Local parishes, Digital services providers, Citizens' representatives

Finance & Resources

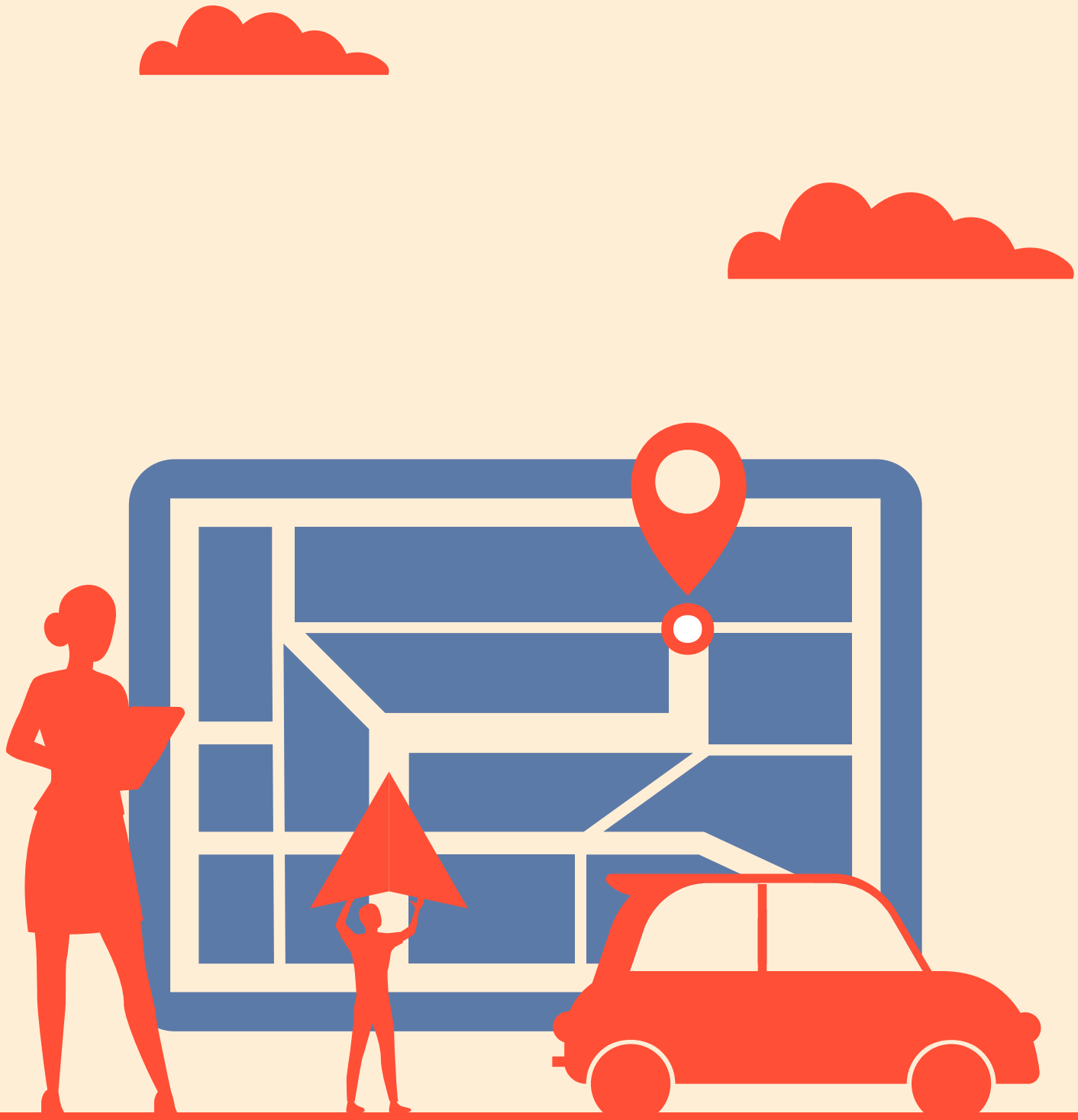
Estimated cost: €1,800,000,00

Timeline

2025-2028

ACTIVITIES SUMMARY STEPS: 2 YEARS OF IMPLEMENTATION

Activity	Dates	Outputs	Related Activities	Problems/Concerns
Benchmarking national and international practices	Q1 2026	Case study analysis	Action 4; Action 12	Relevance to local context
Identification of pilot areas with low service coverage	Q2 2026	Map and criteria for pilot selection	Action 13	Data availability; public perception
Definition of operational model (digital interface, vehicle type, service hours)	Q3 2026	Feasibility and implementation plan	Action 12; Action 14	Operator interest; technical integration
Pilot launch and monitoring	Q1 2026 Q4 2030	Pilot project operational in selected areas	Action 6	User adoption; cost per passenger ratio



OPTIMISATION OF THE ROAD SYSTEM

ACTION 12

Gradually promote more sustainable vehicles in Santa Maria da Feira City Council's car fleet

SHORT DESCRIPTION
Replace conventional municipal vehicles with electric or low-emission alternatives, supported by a phased investment plan and infrastructure for charging.

Related Strategic Objectives

Green public sector; Sustainable fleet management; Environmental transition

Target Output

50% of the municipal fleet converted to low-emission or electric vehicles by 2030; ≥ 30% reduction in CO_2 emissions.

Action Lead

Unidade de Gestão de Frota e Estaleiro

Key Partners

Energy Agencies, Vehicle Suppliers, Infrastructure Department

Finance & Resources

Estimated cost: €2,500,000

Timeline

2025-2030

ACTIVITIES SUMMARY STEPS: 2 YEARS OF IMPLEMENTATION

Activity	Dates	Outputs	Related Activities	Problems/Concerns
Audit of current municipal fleet (vehicle type, age, emissions)	Q2 2026	Baseline report on fleet composition	Action 6	Data collection from dispersed departments
Define replacement plan prioritising electric/hybrid options	Q3 2026	Fleet renewal roadmap and procurement guidelines	Action 9	Upfront investment costs
Train staff on eco-driving and EV usage	Q4 2026	Training sessions delivered; manuals produced	Action 7; Action 15	Behavioural resistance; need for ongoing training
Monitor emissions reduction and operational costs	Q1 2030	Comparative performance report	Action 14	Data accuracy; external fuel price impacts

INTRODUCING A NEW MOBILITY CULTURE

ACTION 13
Develop awareness actions on sustainable mobility

SHORT DESCRIPTION
Design and implement awareness campaigns to promote sustainable mobility habits among the local population. These campaigns will focus on the benefits of using public transport, active mobility options, and the environmental impact of mobility choices. The goal is to encourage behavioural change through clear, engaging, and accessible messaging.

Related Strategic Objectives

Behavioural change; Sustainable mobility habits; Social inclusion

Target Output

≥ 70% of campaign participants demonstrate improved awareness in post-campaign surveys; ≥ 10,000 citizens reached annually.

Action Lead

Escola de Educação Rodoviária, Unidade de Intervenção Socioeducativa

Key Partners

Communication Office, Education Department, Schools, Local NGOs

Finance & Resources

Estimated cost: €30,000,00

Timeline

2025-2034

ACTIVITIES SUMMARY STEPS: 2 YEARS OF IMPLEMENTATION

Activity	Dates	Outputs	Related Activities	Problems/Concerns
Design a campaign plan targeting different user groups	Q2 2026	Awareness campaign strategy	Action 7; Action 21	Diverse audience needs; risk of generic messaging
Develop communication materials and branding	Q3 2026	Flyers, posters, online content, social media kits	Action 12; Action 13	Limited communication budget
Roll out thematic campaigns linked to international dates (e.g. Mobility Week)	Q3–Q4 2026	Events held; engagement metrics	Action 1; Action 6	Low participation without incentives
Monitor impact and adapt messages	Q1 2030	Evaluation report; revised campaign toolkit	Action 25	Hard-to-measure behavioural change

ACTION 14
Develop training actions on sustainable mobility

SHORT DESCRIPTION
Implement training initiatives aimed at professionals, municipal staff, educators, and community leaders to deepen knowledge and support the transition toward sustainable urban mobility. These programmes will address technical, environmental, and social aspects of mobility planning and implementation.

Related Strategic Objectives

Capacity building; Institutional development; Knowledge transfer

Target Output

≥ 200 participants trained annually; ≥ 85% of attendees report improved understanding of sustainable mobility principles.

Action Lead

Unidade de Intervenção Socioeducativa

Key Partners

Human Resources and Training Department, Universities, Local Associations

Finance & Resources

Estimated cost: €20,000,00

Timeline

2025-2034

ACTIVITIES SUMMARY STEPS: 2 YEARS OF IMPLEMENTATION

Activity	Dates	Outputs	Related Activities	Problems/Concerns
Identify target groups and training needs (e.g. municipal staff, schools, businesses)	Q2 2026	Needs assessment report	Action 24	Limited availability of participants
Design training modules and materials	Q3 2026	Curriculum and materials in digital/print format	Action 7	Ensuring quality and engagement
Deliver pilot training sessions	Q4 2026	3–5 pilot sessions conducted	Action 8; Action 20	Scheduling conflicts; low enrolment
Evaluate learning impact and scale programme	Q1 2030	Post-training evaluation and scaling strategy	Action 6	Need for continuous adaptation

4

Implementation Framework

4.1 Introduction

The implementation of this IAP was structured to ensure coherence between strategic vision, local needs, and the capacity for execution. It was based on an incremental and adaptive approach that enables timely adjustments, guided by data and participatory feedback, to ensure sustained impact in transforming urban mobility.

4.2 Participation and Stakeholder Engagement

Stakeholder participation is a cornerstone of the IAP, reflecting URBACT's emphasis on inclusive governance and co-creation. The Municipality of Santa Maria da Feira has built upon the foundations of its URBACT Local Group (ULG) to develop an inclusive and iterative engagement model that evolves with the plan's implementation.

Key aspects of the stakeholder engagement strategy include:

- **Permanent ULG Structure:** The ULG, composed of local associations, public transport providers, schools, healthcare institutions, businesses, youth organisations, and citizens' representatives, remains active during the implementation phase, contributing to thematic working groups and feedback loops on specific actions.
- **Participatory Design and Co-Creation:** Several pilot actions—especially the Mob.Feira digital platform—were designed following stakeholder usability studies and consultations with the ULG, ensuring relevance and user-friendliness. This model will continue throughout the platform's expansion and for other actions, such as the redesign of public spaces and cycling infrastructure.
- **Annual Mobility Forums:** Public events organised to report on implementation progress, share results, and collect inputs. These forums ensure visibility and provide structured moments of accountability and public participation.
- **Targeted Communication and Outreach Campaigns:** Engagement efforts are supported by a communication strategy that includes both traditional and digital channels, with content tailored for different groups (e.g. students, older adults, commuters).
- **Feedback and Monitoring Channels:** The Mob.Feira platform and municipal digital tools will integrate functionalities that allow users to report mobility issues, propose improvements, and access updates on implementation.

Through this model, Santa Maria da Feira commits to maintaining a transparent, inclusive, and collaborative approach to governance, ensuring that stakeholders are not just consulted but actively involved in shaping and monitoring the mobility transition.

4.3 Overall Costings and Funding Strategy

Costs

The cost structure of the Integrated Action Plan reflects the diverse nature of the proposed interventions, ranging from soft measures to infrastructural and technological developments.

While many actions—particularly those related to governance, awareness campaigns, training, stakeholder engagement, and planning—are primarily based on human resources, others will incur additional direct costs. These may include the organisation of large-scale public events, the development and maintenance of digital platforms (e.g. the Mob.Feira WebApp), implementation of monitoring and data systems, urban design projects, and infrastructure investments (e.g. pedestrian areas, cycle lanes, or real-time transport information systems).
A preliminary cost typology is outlined as follows:

- **Human Resources:** Project management, stakeholder facilitation, technical consultancy, ULG coordination.
- **Events and Engagement:** Workshops, awareness campaigns, promotional materials, public consultations.
- **Digital Tools:** Design and programming of apps, databases, GIS interfaces, real-time info systems.
- **Infrastructure:** Road requalification, bus stop upgrades, urban furniture, accessibility improvements.
- **Studies and Technical Design:** Feasibility studies, mobility audits, project design and monitoring frameworks.

Each action will be associated with an estimated cost range, which will be detailed in the implementation phase, allowing for budget flexibility depending on available funding and co-financing mechanisms.
Estimated global costs for implementing the plan are divided across five areas of intervention, prioritised by readiness and impact potential. Investment categories include:

- Infrastructure (pedestrian and cycling routes, bus stops)
- Technological systems (real-time data, mobile apps)
- Communication and training campaigns
- Studies and project design
- Pilot implementations

Funding

A hybrid funding model is envisaged, combining:

- Municipal budget allocations (operational and investment plans)
- National funds (e.g., PT2030, Recovery and Resilience Plan)
- EU funding (e.g., Interreg, Horizon Europe, CEF Transport)
- Private co-financing (micromobility operators, local businesses)
- Green bonds or sustainability-linked instruments (exploratory phase)

European funding programmes

URBACT Transfer Networks - best for knowledge transfer, peer learning, testing & transferring good practices and for giving visibility and networking support to the pilot (small-to-medium budgets for transfer activities).

ERDF / Cohesion funds (regional programmes) - principal source for urban infrastructure (pedestrianisation, shelters, cycle lanes, furniture, accessibility upgrades). National/regional programmes implement ERDF priorities locally.

CEF (Connecting Europe Facility) & large transport calls - suited to larger rail / intermodal upgrades (e.g. Vouga Line interfaces, multimodal hubs). CEF supports multimodal TEN-T investments and feasibility studies.

Horizon Europe / EIT Urban Mobility / Innovation calls - suitable for digital innovation, app development, real-time data systems, on-demand transport pilots, analytics & evaluation. These fund R&I, piloting and demonstrators.

Interreg / transnational programmes - useful for cross-border or transnational pilots, shared micromobility corridors or policy learning (Atlantic Area, Interreg Europe thematic work). Interreg also funds pilots with regional partners.

Area of Intervention	Action	Main Funding Instrument(s)	Rationale / Eligibility Justification	Estimated Cost Type	Indicative Application Period
Area 1 Walkable Santa Maria da Feira	A1. Enhance pedestrian routes and increase their competitiveness	ERDF (Regional OP), Interreg Europe	ERDF supports sustainable urban mobility infrastructure, requalification of streets and pedestrian areas.	Capital investment (public works)	2026–2029
	A2. Promote universal accessibility and mobility throughout the urban environment	ERDF, ESF+	Accessibility and inclusion align with ERDF and ESF+ goals on social inclusion and equal access.	Capital + technical assistance	2025–2034

	A3. Develop ecological corridors to support pedestrian circulation	ERDF, LIFE Programme	Supports green infrastructure, biodiversity and ecological corridors within urban contexts.	Capital + environmental planning	2025–2034
	A4. Provide urban furniture for pedestrians to stay and rest	ERDF, Interreg	Eligible under small-scale urban requalification projects promoting walkability and inclusion.	Capital (equipment & installation)	2025–2030
Area 2 Cyclable Santa Maria da Feira	A5. Gradually expand the shared electric micromobility system	Horizon Europe, EIT Urban Mobility, ERDF	Supports testing of shared mobility systems and digital management tools.	Pilot investment + R&D	2025–2030
	A6. Provide urban furniture to support cycling	ERDF	Investment in cycling infrastructure and user amenities under sustainable mobility priorities.	Capital	2025–2034
	A7. Implement a feature to encourage everyday cycling on the Mob.Feira WebApp	ERDF	Investment in cycling infrastructure and user amenities under sustainable mobility priorities.	Capital	2025–2034
Area 3 Promotion of Public Transport and Integration of Modes	A8. Develop a WebApp to promote the use of public transport (Mob.Feira)	Horizon Europe, EIT Urban Mobility, URBACT	Supports smart mobility innovation and citizen co-creation processes for behavioural change.	R&D + technical development	2025–2026
	A9. Improve comfort, accessibility and information conditions at stops	ERDF	Infrastructure and accessibility improvements under sustainable mobility and inclusion goals.	Capital	2025–2028
	A10. Implement real-time information systems at main bus stops	Horizon Europe, CEF Digital, ERDF	Eligible under smart city and transport digitalisation priorities.	Capital + digital system integration	2025–2028
	A11. Define solutions for implementing an on-demand transport system	Horizon Europe, Interreg, EIT Urban Mobility	Supports flexible mobility pilots and rural connectivity under innovation and inclusion themes.	R&D + pilot funding	2025–2028
Area 4 Optimisation of the Road System	A12. Promote more sustainable vehicles in the municipal fleet	CEF Transport, ELENA, National Recovery and Resilience Plan (RRP)	Supports fleet electrification, low-emission vehicle procurement and associated infrastructure.	Capital investment	2025–2030

Area 5 Introducing a New Mobility Culture	A13. Develop awareness actions on sustainable mobility	CEF Transport, ELENA, National Recovery and Resilience Plan (RRP)	Supports fleet electrification, low-emission vehicle procurement and associated infrastructure.	Capital investment	2025–2030
	A14. Develop training actions on sustainable mobility	URBACT, ESF+, Erasmus+	Capacity building and education activities under the social and territorial cohesion objectives.	Operational + training delivery	2025–2034

4.4 Overall Timeline

Timeline for Implementation

The Integrated Action Plan (IAP) for Santa Maria da Feira adopts a phased and structured implementation approach, spanning from 2025 to 2050. This extended timeline reflects the diversity and complexity of the proposed actions, which range from quick-win, short-term interventions to large-scale, long-term infrastructural transformations. The sequencing of actions ensures coherence between strategic planning, resource mobilisation, technical capacity, and stakeholder engagement, enabling a balanced and feasible path toward a more sustainable, inclusive, and integrated mobility system.

The timeline is structured as follows, across the five Areas of Intervention:

Area of Intervention 1: Walkable Santa Maria da Feira

This area includes both quick-start and long-term urban interventions aimed at enhancing walkability and public space quality.

- Long-term actions (2026–2034): A1, A2, A3, A4 (universal accessibility, ecological corridors, and urban furniture).

Area of Intervention 2: Cyclable Santa Maria da Feira

Actions to foster cycling culture and infrastructure are planned from 2026 to 2034.

- Early implementation of digital and physical support infrastructure: A7 (2026–2030);
- Medium and long-term: A5, A6 (2026–2030/2034).

Area of Intervention 3: Promotion of Public Transport and Integration of Modes

This area focuses on digitalisation, public transport infrastructure and intermodality.

- Immediate actions: A8 (Mob.Feira platform, Q2 2026–2030), A9 (2026);
- Medium-term: A10, A11 (2026–2028).

Area of Intervention 4: Optimisation of the Road System
Aims to reshape the road hierarchy and safety conditions across multiple decades.

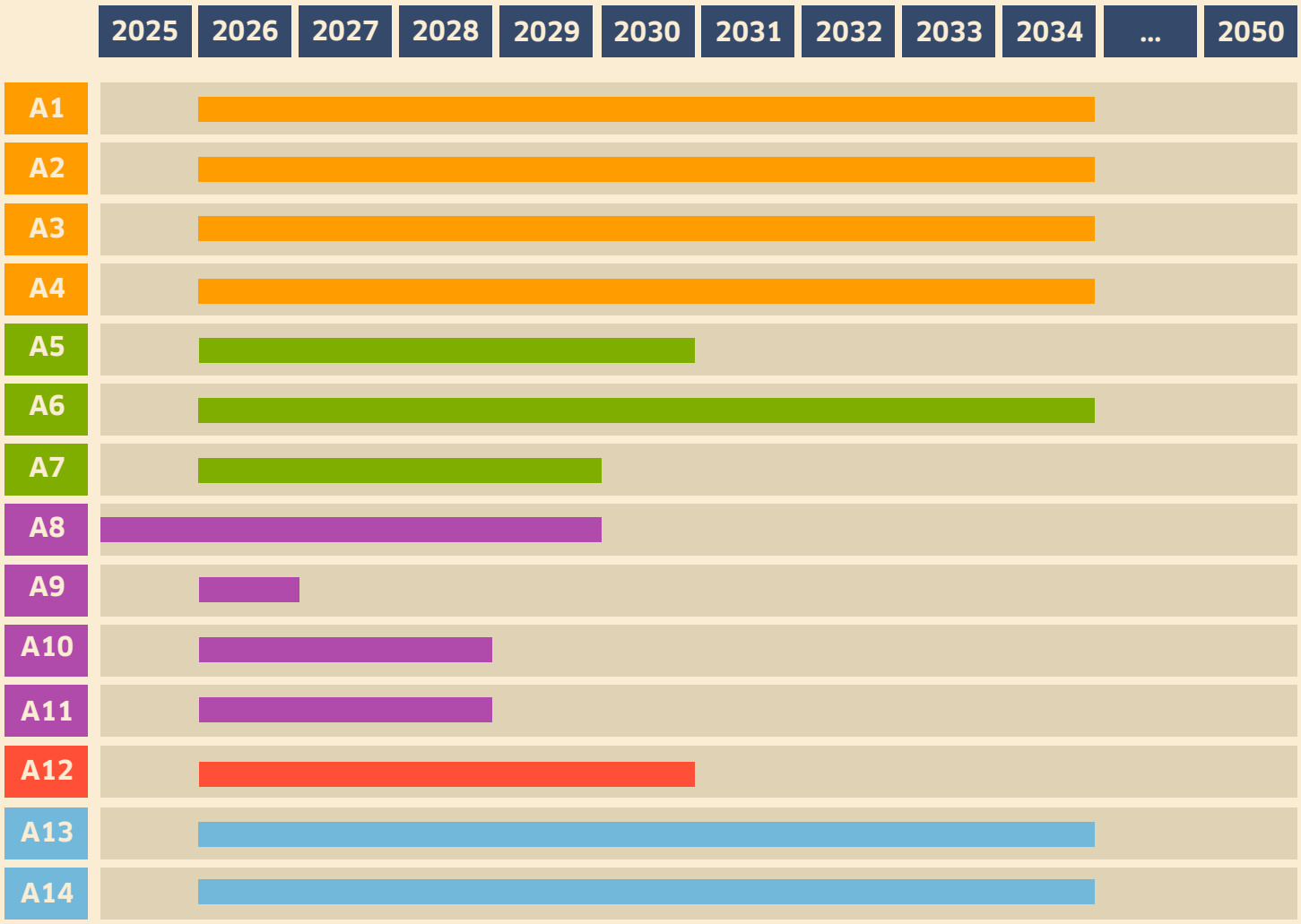
- Short- and medium-term: A12 (2026–2030).

Area of Intervention 5: Introducing a New Mobility Culture
Capacity-building and awareness actions spread over the full period:

- Continuous implementation: A13 and A14 (2026–2034), supporting behaviour change and education.

Timeframes

Each action within the IAP includes an estimated timeframe and sequencing, ensuring alignment with resource availability, seasonal constraints (e.g., school calendars for awareness campaigns), and stakeholder coordination cycles.



4.5 Monitoring and Risks

Risk	Category	Likelihood	Impact	Risk level	Mitigation strategy	Responsible entity
Promote walking as the foundation of urban mobility	Financial	High	High	🔴	Close coordination with funding bodies; pre-identification of complementary funding sources	Municipality Finance & Mobility Units
Limited stakeholder engagement over time	Institutional	Medium	High	🟠	Maintain regular ULG meetings; expand outreach tools; incentivise participation through co-design events	ULG Coordinator + Communication Team
Resistance to modal shift among citizens	Social / Cultural	High	Medium	🟠	Awareness and education campaigns; pilot projects; community ambassadors	Communication Unit + Local Schools & NGOs
Technical barriers in digital tools (e.g. Mob.Feira WebApp deployment)	Technical	Medium	High	🟠	Phased development and testing; involve end-users in design; external technical support	ICT Department + Urban Mobility Office
Delays in infra-structure works (e.g. pedestrianisation, cycle lanes)	Operational	Medium	High	🟡	Early procurement planning; close contractor oversight; buffer time in schedule	Public Works Department
Low data availability or integration for monitoring	Monitoring	Medium	Medium	🟡	Define data sources early; automate collection where possible; collaborate with universities/tech firms	Monitoring Lead + ULG + Universities
Political changes altering priorities	Political	Low	High	🟡	Embed IAP into strategic documents; secure cross-party and community backing	City Council Executive Board
Lack of technical capacity for implementation	Institutional	Medium	Medium	🟡	Provide staff training; involve external experts; inter-municipal cooperation	HR Department + External Advisors
Underuse of new infrastructure (e.g. cycle paths, mobility hubs)	Social / Usage	Medium	Medium	🟡	Combine infrastructure with behaviour-change campaigns; engage users in feedback loops	Mobility Office + Civil Society
External shocks (e.g. fuel crisis, pandemics, regulatory changes)	External	Low	High	🟡	Flexible planning; maintain contingency budget; regularly update scenario planning	Executive Board + ULG

🟡 Moderate 🟠 High 🔴 Critical

Risk Management

- **Initial Risk Identification:** Conducted during the planning phase in collaboration with the URBACT Local Group (ULG).
- **Ongoing Monitoring:** Risks are reviewed every 6 months by the project coordination team.
- **Updating the Risk Register:** As implementation progresses, risks may evolve or new risks emerge, which will be documented and assessed.
- **Integration with Governance:** A dedicated point on risk is included in each IAP coordination meeting agenda.

Monitoring and Reporting

Effective monitoring and reporting are essential components of the implementation of the IAP for Santa Maria da Feira. They ensure that actions are on track, enable adjustments when necessary, promote transparency, and allow for the assessment of the plan's impacts in relation to its strategic objectives and the Sustainable Development Goals (SDGs).

The monitoring framework serves the following key purposes:

- Track progress on the implementation of each action and associated activities;
- Assess the effectiveness and efficiency of interventions over time;
- Support evidence-based decision-making by providing timely and reliable data;
- Ensure transparency and accountability to stakeholders and the public;
- Identify challenges, risks and opportunities, allowing for adaptive management.

Monitoring approach

A results-based approach will be adopted, combining quantitative indicators (e.g., kilometres of pedestrianised areas, number of bus stops with real-time information, CO_2 emissions from mobility) and qualitative indicators (e.g., user satisfaction, behavioural change, stakeholder engagement quality).

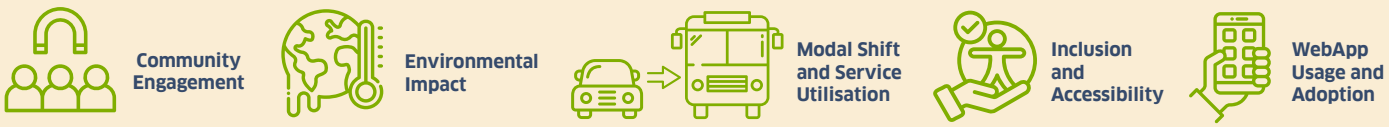
Monitoring will be structured around:

- **Output indicators:** measuring the tangible deliverables of actions (e.g., infrastructure built, events held);
- **Outcome indicators:** assessing the results and early effects of the actions (e.g., modal share evolution, accessibility improvements);
- **Impact indicators:** evaluating long-term changes aligned with strategic objectives (e.g., improvement in air quality, reduction in car dependency).

Monitoring Framework

To ensure the effectiveness and continuous improvement of the IAP, a comprehensive and adaptive monitoring framework will be established. This framework will serve to track progress, assess impact, and support evidence-based decision-making throughout the plan's implementation. It will be directly aligned with the strategic goals of the IAP, incorporating both quantitative and qualitative indicators.

Santa Maria da Feira's Monitoring framework



The framework will focus on the systematic collection, analysis, and interpretation of data related to Key Performance Indicators (KPIs), which reflect the priority areas of intervention. The initial set of KPIs includes, but is not limited to:

Community Engagement: Measured through attendance and participation rates in co-creation workshops, stakeholder feedback during ULG (Urban Local Group) meetings, and targeted initiatives such as SSA (Smart and Sustainable Actions) mentorship days. Surveys and digital feedback forms will be deployed to gauge satisfaction levels and perceived impact.

Environmental Impact: Monitored via changes in public transport usage, frequency of private vehicle journeys, and estimations of reduced greenhouse gas emissions. Collaborations with transport operators and the local environmental agency will allow for consistent data collection and benchmarking.

Modal Shift and Service Utilisation: Monitoring increases in the uptake of sustainable modes (walking, cycling, flexible transport, and public transport), as well as usage statistics from the Mob.Feira digital platform. This includes analysing access patterns, real-time service interactions, and user feedback.

Inclusion and Accessibility: Tracked through demographic analysis of users engaging with the services and participation levels across different socio-economic and geographic segments of the municipality, including rural parishes.

WebApp Usage and Adoption: Tracking Mob.Feira platform analytics, including number of active users, route searches, feedback submissions, and geographic reach, with particular focus on pilot testing in Milheirós de Poiares. These data will help measure behaviour change and identify barriers to adoption.

Responsibilities and governance
Monitoring will be coordinated by the Municipal Mobility and Urban Planning Departments, in close collaboration with relevant stakeholders and technical teams involved in the URBACT Local Group (ULG). These actors will:

- Collect and consolidate data;
- Review progress in regular meetings (bi-annually or quarterly during critical phases);
- Maintain a shared Monitoring Dashboard (digital or integrated within Mob.Feira WebApp);
- Produce internal reports and public summaries.

A dedicated monitoring coordinator will be appointed within the Municipality to ensure consistency, update indicators, and facilitate reporting to funders and citizens.

Adaptive management
The monitoring process is designed to be iterative and flexible, allowing for the revision of actions, indicators or priorities as needed. Unexpected events (e.g. regulatory changes, funding shifts, new opportunities) will be integrated through periodic reviews involving ULG and technical teams.

Link with URBACT and external evaluation
Monitoring practices will align with URBACT's quality standards and contribute to the wider learning process across the URBACT network. Where appropriate, external evaluation or benchmarking with peer cities may be introduced to reinforce learning and impact validation.

In summary, a dedicated Monitoring Framework will track Key Performance Indicators (KPIs) such as:

- Modal shift (% of trips by walking, cycling, PT)
- Public transport user satisfaction
- Urban emissions reductions
- Accessibility improvements

The ULG will coordinate the data collection, using digital platforms and periodic public reports. Mid-term evaluations will occur every two years, with strategic reviews in 2028 and 2030.

In this way, the monitoring framework will not only ensure transparency and accountability but also function as a dynamic tool to inform future policy adjustments and secure long-term impact across all dimensions of urban mobility in Santa Maria da Feira.

Evaluation Process

The evaluation process will include regular assessments of the IAP's progress against its stated goals. This process includes the following key components:

- **Mid-Term Reviews:** Conducted at pre-determined intervals to assess whether milestones are being achieved and to identify any obstacles or delays.
- **Stakeholder Consultations:** Engaging the Urban Local Group (ULG) and the broader community to validate progress and gather insights for refinement.
- **Impact Analysis:** Evaluating the IAP's effectiveness in addressing the lack of trust in public transport solutions and its broader social, economic, and environmental impacts.

Continuous Adaptation

This IAP will be treated as a living document, with regular updates to reflect emerging opportunities, challenges, and feedback. A flexible approach to adaptation will include adapting strategies based on ongoing community input to ensure solutions remain relevant.

A structured feedback loop will be established to facilitate the integration of insights from monitoring and evaluation into actionable changes, involving reporting findings to stakeholders and the community through transparent communication channels, hosting quarterly review meetings with the ULG to discuss progress and propose adjustments, and updating the IAP to reflect agreed-upon modifications, ensuring the plan evolves in tandem with local needs.

By embedding effective monitoring, evaluation, and continuous adaptation processes, the IAP ensures its relevance and efficacy as a tool for urban development. These mechanisms not only measure success but also provide the flexibility needed to address new challenges and capitalize on emerging opportunities for a resilient and inclusive urban-rural mobility system.

5

Conclusions

5.1 Conclusion of the Integrated Action Plan

The Integrated Action Plan (IAP) for Santa Maria da Feira presents a comprehensive and forward-looking response to the municipality's complex and evolving mobility challenges. Structured around five Areas of Intervention and detailing 14 interlinked actions, the plan reflects a holistic strategy to promote sustainable, inclusive, and efficient mobility across both urban and rural contexts.

At its core, the IAP aims to rebalance mobility habits, reduce car dependency, and foster greater use of active modes, public transport, and shared mobility services. The plan puts a strong emphasis on concrete, visible improvements: from walkability and cycling infrastructure to smart parking management, public transport promotion, road safety near schools, and digital tools like the Mob.Feira platform that centralise mobility information and services. Each action is tailored to local realities and aligned with broader objectives of decarbonisation, resilience, and social inclusion.

Importantly, the plan's strength lies not only in its technical solutions, but also in its governance model. Developed through a participatory and inclusive process involving the URBACT Local Group (ULG), the IAP incorporates diverse voices—from municipal departments to mobility providers, education stakeholders, businesses, and residents. This ensures strong local ownership and increases the likelihood of long-term success.

The plan also recognises a key historical barrier: the gap between mobility developments and public awareness. Infrastructure alone is not enough—citizens must understand, trust, and adopt the proposed solutions. Therefore, the IAP integrates a cross-cutting focus on communication, visibility, and education. Tools such as mobility campaigns, user-centred digital platforms, and real-time information systems aim to improve public perception and encourage behavioural change.

Furthermore, the plan includes mechanisms for ongoing monitoring, risk management, and adaptive implementation, ensuring responsiveness to changing needs and constraints. It aligns with the Sustainable Development Goals (SDGs) and supports national and European agendas on sustainable mobility, energy transition, and territorial cohesion.

In sum, the IAP is more than a plan—it is a shared roadmap for transforming mobility culture in Santa Maria da Feira. By bridging technical innovation with social engagement, and coupling infrastructure with communication, the plan offers a solid foundation for meaningful, measurable and equitable transformation of the local mobility ecosystem.

Communication and Dissemination Plans

A successful mobility transformation requires more than infrastructure—it requires awareness, understanding, and trust. In recognition of this, the Integrated Action Plan (IAP) for Santa Maria da Feira places communication at the heart of its implementation strategy. Citizens must not only be informed about new services, changes, and improvements, but also feel empowered to use them. Communication and dissemination are therefore not peripheral tasks—they are structural elements of the IAP's success.

Strategic Purpose

The purpose of the Communication and Dissemination Plan is to:

- **Bridge the gap between planning and perception**, ensuring that mobility actions are known, understood, and adopted by the population.
- **Promote behavioural change**, by demonstrating the benefits of sustainable mobility options (e.g., walking, cycling, public transport, shared mobility).
- **Foster public trust** in the Municipality's capacity to deliver reliable, inclusive and innovative mobility services.
- **Engage key audiences**—including residents, schools, businesses, and vulnerable groups—in co-shaping and embracing mobility solutions.

Target Audiences

- Residents of urban and rural parishes
- Commuters and frequent public transport users
- Young people and schools
- Elderly and people with reduced mobility
- Local businesses and logistics operators
- Mobility stakeholders and municipal workers

Communication Tools and Channels

The Municipality will implement a multi-channel communication strategy, ensuring that information is accessible, engaging, and tailored to different target audiences. Key tools and initiatives include:

- **Digital Platform "Mob.Feira"**
  A centralised, user-oriented platform for mobility information, offering real-time data on transport, pedestrian routes, bike infrastructure, parking, and flexible services. The platform also enables behavioural data collection to refine mobility planning.
- **QR Codes on Bus Stops and Posters**
  Providing immediate access to relevant schedules, service updates, and real-time occupancy levels via smartphone.
- **Awareness Campaigns**
  Targeted campaigns to highlight specific actions (e.g. traffic calming zones, new cycling routes, school safety improvements), using social media, local radio, newspapers, and community billboards.
- **Workshops and Public Information Sessions**
  Community meetings and events in parishes to explain mobility changes, demonstrate how to use new services, and gather feedback from residents.
- **Schools and Youth Engagement**
  Integration of sustainable mobility content into school curricula, including interactive sessions and gamified learning tools (e.g. mobility challenges, eco-commuting days).
- **Visual Identity and Signage**
  Clear, consistent signage across public spaces to signal new mobility solutions and promote behavioural change (e.g. shared zones, pedestrian-friendly routes, secure bike parking).

URBACT Local Group (ULG) Ambassadors
Stakeholder representatives and citizens involved in the IAP process will help disseminate key messages within their networks, reinforcing local ownership.

Monitoring Communication Impact
The communication plan will be supported by monitoring mechanisms to evaluate reach and effectiveness. Metrics include:

- Digital engagement (visits, clicks, QR code scans)
- Participation in events and workshops
- Public satisfaction surveys
- Changes in mobility habits, gathered via the Mob.Feira platform

Immediate Next Steps

To ensure a smooth transition from planning to implementation, the following immediate actions are foreseen:

1 **Establishment of a Monitoring and Communication Unit**
A small task force—composed of municipal staff and ULG representatives—will be created to coordinate implementation progress tracking and communication efforts. This unit will oversee the operationalisation of the communication strategy and ensure alignment with project milestones.

2 **Pilot and Deployment of the Mob.Feira Digital Platform**
With Phase 1 already launched in Q2 2025, the next step focuses on expanding the platform's features to cover all mobility modes in Santa Maria da Feira, creating a centralised hub for mobility-related information. This includes the integration of real-time public transport data (timetables, vehicle occupancy, service disruptions), interactive mobility maps (pedestrian paths, cycling infrastructure, intermodal connections), micromobility services (shared bikes and e-scooters), flexible on-demand transport options, and live updates on parking availability and EV charging stations.

3 **Securing Funding and Partnerships**
Based on the action costing and funding strategy, the municipality will initiate funding applications to relevant national, regional and European programmes (e.g., PRR, Portugal 2030, ERDF), while exploring public-private partnerships.

4 **ULG Engagement Continuity**
The URBACT Local Group will be maintained as a key governance and monitoring body throughout the implementation phase, supporting co-design, validating priorities, and ensuring stakeholder buy-in at each stage.

5 **Initial Visibility Campaign**
A visibility campaign will be launched to announce the IAP, outline its core objectives, and introduce the first implementation milestones to the public—ensuring early transparency and expectation management.

URBACT

santa maria da feira
câmara municipal

Co-funded by
the European Union