

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

Improvements of accessibility and of the urban environment in the stop TRAM, in Camí del Sarandó. EDUSI L'Alfàs del Pi: Territorio Saludable'

L'Alfàs del Pi City Council

**Programa Operativo
Plurirregional de España**

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Fondo Europeo de Desarrollo Regional

GOOD PRACTICE. 'L'ALFÀS DEL PI: HEALTHY TERRITORY' SUSTAINABLE URBAN DEVELOPMENT STRATEGY

IMPROVEMENTS OF ACCESSIBILITY AND OF THE URBAN ENVIRONMENT IN THE APEADO TRAM, IN CAMÍ DEL SARANDÓ

The good practice presented here consists of the accessibility improvements carried out around the L'Albir tram stop, in Camí del Sarandó. A motorised circulation lane has been enabled that allows safe entry and exit, parking areas have been created, the cycle lane that runs along Camí de la Mar has been integrated and urban furniture has been installed.

With this action, the aim is to promote pedestrian-bicycle-rail inter-modality for intercity routes, creating a deterrent parking offer in favour of public transport. To this end, the access platform to the L'Albir tram stop is extended and the entire urban environment is improved, as well as accessibility conditions.



From l'Albir, you can access line 9 of the Alicante Metropolitan tram, which connects Benidorm, l'Alfàs del Pi, Altea, Calpe, Benissa, Teulada, Gata de Gorgos and Denia. To go to Alicante, users change in Benidorm, where they can access line 1.

This action is part of a project that includes the construction of a new bicycle path on Avenida Constitución, the rehabilitation of the bike path on Camí de la Mar and the elimination of the junction between Camí de la Mar and Avenida Constitución through the construction of a roundabout. The aim of this action is to improve links between the town centre and Albir Beach and to make travel safer.

This good practice is part of the Sustainable Urban Mobility Plan of l'Alfàs del Pi. During the study phase of this document, it was detected that 7 out of 10 journeys in the town were carried out using motorised transport. The Town Council of l'Alfàs del Pi is working to reverse this situation by promoting the use of alternative methods of transport to private vehicles with actions such as this one.

The eligible cost of this action is €635,584.61, 50% of which is co-financed by the European Regional Development Fund through the Multiregional Operational Programme for Spain 2014-2020 (MROP). **The ERDF's contribution amounts to €317,792.305.**

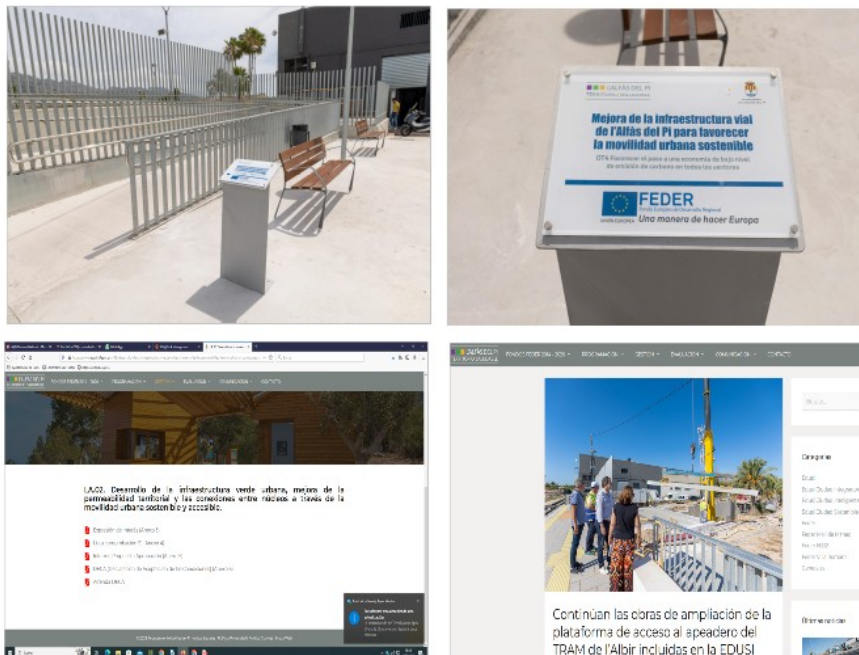
The impact of the operation, which includes this action, foresees a reduction of 320.76 tonnes of CO2 equivalent per year.

This action is considered a good practice because:

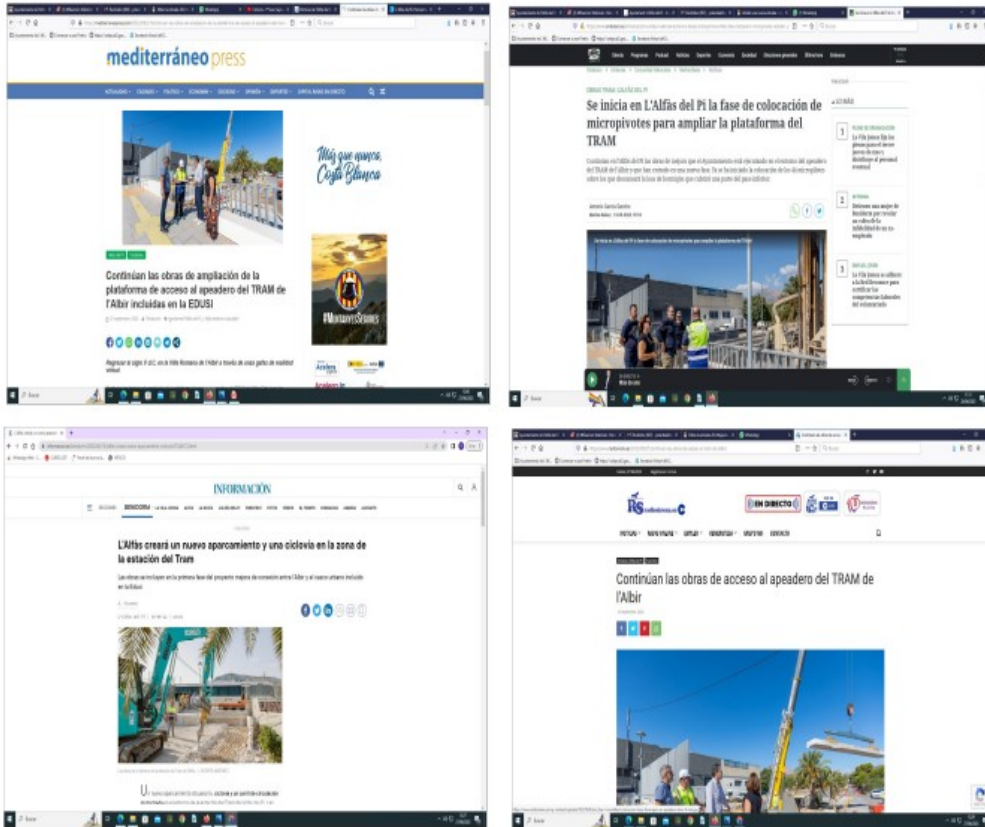
1. THE ERDF'S ROLE WAS PROPERLY COMMUNICATED TO POTENTIAL BENEFICIARIES AND THE GENERAL PUBLIC

First of all, the minimum regulatory obligations were fulfilled, such as permanent signage or the inclusion of the action in the dedicated website.

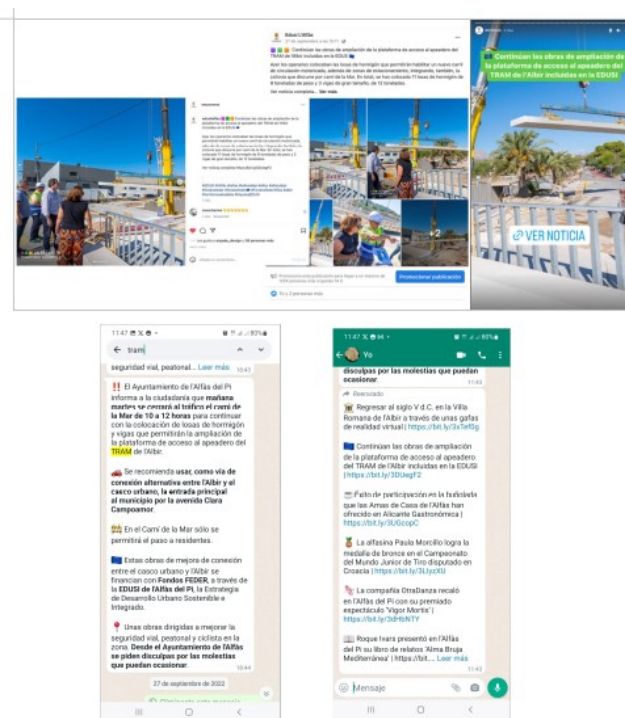
There was widespread communication of the EDRF's role in the project, from its planning (prior to the drafting of the project) to its implementation (construction phase) and its opening to citizens.



The Communication Office of the Town Council of l'Alfàs del Pi sent out press releases throughout the execution process, which were published by regional and provincial media, both print and digital. More specifically, articles were published in Diario Información de Alicante, Alicante Plaza, Aquí Medios de Comunicación, Las Provincias, Ahora Marina Baixa, El Periodic, Diario de Alicante, and Mediterraneo Press. Regional radio stations (Onda Cero Marina Baixa, Radio Benidorm Cadena Ser, and Radio Sirena COPE Benidorm) also commented on press releases related to this project. All these press releases were also published on the website of the Town Council of l'Alfàs (www.lalfas.es) and on the Integrated Sustainable Urban Development Strategy of l'Alfàs website (www.edusilalfas.org).



On the other hand, the Town Council of l'Alfàs del Pi informed the public of the role of the ERDF in the execution of these works through Facebook ([Edusi L'Alfàs: https://www.facebook.com/edusilalfas](https://www.facebook.com/edusilalfas)), Instagram ([edusilalfas: https://www.instagram.com/edusilalfas/](https://www.instagram.com/edusilalfas/)) and the municipal WhatsApp news channel, which has more than 1,800 subscribers.



As a communication element for the dissemination of this Good Practice, an advertisement was contracted in Diario Información de Alicante, which was published on paper, on the back cover, on Saturday, March 18, 2023. The campaign in this newspaper also included the insertion of a banner on www.diarioinformacion.com, from March 13 to 27, with a total of 85,000 impressions.



A radio campaign was also carried out, with the broadcast of an advertisement on the three stations in the region: Onda Cero Marina Baixa, Radio Sirena COPE Benidorm, and Radio Benidorm Cadena SER. A total of 40 spots were broadcast during the month of March on each of these radio stations, at different times of the time slot.

Finally, the Town Council of l'Alfàs del Pi carried out a dissemination campaign on social networks, with the issuance of 3 micro-videos of a testimonial nature in which this action was valued and the role of the European Union in its execution was highlighted. Each of the three micro-videos was broadcast for 30 days, so the campaign, carried out on Instagram and Facebook, was active from June 1 to September 18. The first microvideo (<https://www.instagram.com/p/Cs8cTU-rCb6/>) aired from June 1 to July 1, with a reach of 21,915 accounts, 12,582 full plays, and more than 35,000 3-second video views. The second video (<https://www.instagram.com/p/CuEkC99O0wg/>) aired from June 29 to July 29, with a reach of 25,190 accounts, 13,715 full plays, and more than 29,000 3-second plays. Finally, the third and final video (<https://www.instagram.com/p/CwFJZ9uLqZ7/>) aired from August 18 to September 18, with a reach of 59,809 accounts, 12,529 full plays, and more than 44,000 3-second plays. In total, this campaign has had a reach of more than 100,000 impacts and has generated more than a thousand clicks on the link.



2. THE ACTIVITY INCORPORATES INNOVATIVE ELEMENTS.

As the main innovative element, this action implements initiatives in the field of the promotion of Bicycle-Public Transport intermodality. By connecting the Camí de la Mar bike path with the TRAM stop, the use of the bicycle in combination with public transport is favoured, facilitating the possibility of transferring the bike on the train. The transport of bicycles and scooters is permitted throughout the tram network.



Another innovative element has been the adoption of measures that favour this Bicycle-Public Transport intermodality, with the installation of bicycle racks in the vicinity of the tram stop.

The Opinion of the European Committee of the Regions — An EU roadmap for cycling. (2017/C 088/10) states in Guideline 31 that combining the use of bicycles and public transport is mutually beneficial and that multimodality is an essential element for the successful development of fluid urban transport networks.

The Town Council of l'Alfàs del Pi has created a viable public transport alternative by improving the intermodal connection with the train line and creating a cycle lane that connects the two main urban centres, the town centre and Albir beach, with the tram stop.

Therefore, the innovative element has focused on drawing alliances between collective modes of transport, in this case the train, and the bicycle. And all this with the firm objective of promoting sustainable mobility in the town, working on the promotion of Bicycle-Public Transport intermodality. The relationship between the bicycle and public transport must be considered in terms of symbiosis, where both modes are reinforced. The bicycle offers greater flexibility and efficiency, in terms of cost and space, than other vehicles when it comes to developing intermodality policies with public transport.

3. ADAPTATION OF THE RESULTS TO THE STATED AIMS.

With this action, the aim is to promote pedestrian-bicycle-rail inter-modality for intercity routes. To this end, a motorised access lane has been enabled, a deterrent parking offer has been created in favour of public transport, the Camí de la Mar cycle lane has been integrated and accessibility conditions to the L'Albir stop have been improved.

In l'Alfàs del Pi, more than 50% of the population is of foreign origin, with the presence of almost a hundred nationalities. There is a significant population from northern Europe, where the use of the bicycles is very commonplace for getting around town. With this action, the Town Council of l'Alfàs wants to promote a change in the mobility patterns of the entire population, promoting the use of sustainable transport and reducing reliance on motor vehicles.

Thanks to these works, citizens can come by bike, scooter or safely walk to the L'Albir stop and take the tram. If you come by car, you can leave your vehicle parked in the new parking area and continue with public transport. A project that is linked to the promotion of sustainable urban mobility. The main objectives of the action were therefore achieved.

There has been an estimated reduction in greenhouse gas emissions of 320.76 tonnes of CO2 per year throughout the operation.

Thanks to this action, the rational use of the private vehicle is encouraged by offering the entire population a sustainable urban mobility alternative.

4. CONTRIBUTION TO RESOLVING A PROBLEM OR VULNERABILITY DETECTED IN THE GEOGRAPHIC SCOPE OF IMPLEMENTATION.

The improvement works carried out around the L'Albir tram stop have meant a significant change in accessibility conditions. The stop can now be safely reached, whether by bike, scooter, walking or car.

All these actions contribute to strengthening the conditions of sustainable urban mobility, as they focus on improving travel, especially in non-motorised transport and public transport, and especially promote Bicycle-Public Transport intermodality.



In particular, this action contributes to the creation of a viable public transport alternative by improving the intermodal connection with the train line. To this end, the entire environment of the L'Albir stop has been rehabilitated and accessibility conditions have been improved.

Given the proximity of the l'Albir tram stop with the IES L'Arabí de l'Alfàs del Pi, where a thousand young people from Secondary Education, Baccalaureate and training cycles study, since the execution of this action there has been an increase in the number of students who arrive at the school through public transport.

5. HIGH DEGREE OF COVERAGE ON THE POPULATION TO WHICH IT IS DIRECTED.

The degree of coverage of this action is high, given its strategic nature, as it benefits 100% of the population of l'Alfàs del Pi (21,494 inhabitants). The action has a highly beneficial impact not just on the town's residents, but also on residents of nearby towns, as the stop is located next to the main link between the town centre and the Albir Beach area and next to IES L'Arabí.

6. CONSIDERATION OF THE HORIZONTAL CRITERIA OF EQUAL OPPORTUNITIES AND NON-DISCRIMINATION, AS WELL AS SOCIAL RESPONSIBILITY AND ENVIRONMENTAL SUSTAINABILITY.

The horizontal principles of equal opportunities, non-discrimination, social responsibility, and environmental sustainability were included among the criteria for the selection of operations in all the strategic objectives established by the 'L'Alfàs del Pi: Healthy Territory' strategy, being a mandatory factor for the selected operations.

These criteria are guaranteed by the fact that the use of this stop is universal, regardless of gender or social status. This guarantees equality and non-discrimination in the use of and access to these facilities

The Town Council of l'Alfàs del Pi has approved a Municipal Equality Plan and an Internal Equality Plan that ensure compliance with the principles of equality in every single project carried out in the town, thereby integrating the gender perspective into all areas of municipal management.

7. SYNERGIES WITH OTHER POLICIES OR PUBLIC INTERVENTION INSTRUMENTS.

This action is part of the Sustainable Urban Mobility Plan of l'Alfàs del Pi, a document that identifies key factors and specific actions to achieve more sustainable mobility in the town, including the promotion of strategies that promote the Bicycle-Public Transport intermodality.

Another initiative related to this action is the project 'Building Europe with local authorities', to which the City Council l'Alfàs del Pi has adhered, which aims to create a European network of elected political representatives at the local level, in order to promote the communication of European Union issues through an unprecedented partnership between European and local governance structures. The project helps to promote the involvement of citizens and to initiate debates around European Union issues that affect them at the local level. Its overall objective is to contribute to the creation of a genuine European public sphere, to create conversations about the European Union at the local level. In l'Alfàs, actions are being carried out with the community of residents of other nationalities, to make visible the role of Europe in improving the quality of life of citizens thanks to the execution of projects financed with European funds.



On the other hand, the action proposed as a good practice is aligned with the European STARS project promoted by the Spanish Traffic Agency, to which the Town Council of l'Alfàs del Pi and the town's schools have signed up. One objective of this project was to change the mobility patterns of students by reducing reliance on motor vehicles, helping eliminate pollution levels in the atmosphere, and promoting daily exercise to avoid a sedentary lifestyle, weight issues, and childhood obesity.

Furthermore, this action is based on a friendlier and more sustainable mobility model, in line with the Sustainable Development Goals (SDGs) defined by the 2030 Agenda and the New Urban Agenda.

Finally, this action also creates synergies with the International Association of Educating Cities, of which l'Alfàs del Pi is a member. This entity, founded in 1994, is currently made up of about five hundred cities from thirty-five countries and all continents. The main objective of the International Association of Educating Cities is to raise awareness of the importance of education and underline the commitment of local governments to position their city as a driving force behind welfare, harmonious living, prosperity, and social cohesion.

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