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BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

Improvement of the pedestrian accessibility of 17 urban bus stops in Castelló making waiting times safer and more inclusive

Castelló City Council

**Programa Operativo
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IMPROVEMENT OF THE PEDESTRIAN ACCESSIBILITY OF 17 URBAN BUS STOPS IN CASTELLÓ MAKING WAITING TIMES SAFER AND MORE INCLUSIVE



We present as a good practice the remodelling and improvement of pedestrian accessibility of 17 bus stops in Castelló's municipal bus network.

This action consisted in setting up modular PVC platforms attached to the pavement where passengers wait for the bus. These platforms allow easier access to the bus and improve public transport accessibility, especially for people with reduced mobility.

In addition, passengers are safer while waiting, because the slightly elevated platforms that cover part of the roadway prevent pavement parking. Moreover, these platforms extend the space for passengers to wait, preventing them from blocking the way of other pedestrians and improving comfort between journeys.

The eligible cost of this operation is 290.012 euros. With the co-funding of 145.006 euros by the ERDF (50%) and the contribution of the City Council of Castelló.

An estimated impact of 37,608 users per year is expected with the improvement of the safety and accessibility of the urban transportation service.

This action is considered good practice because:

1. The role of ERDF/FEDER funds has been suitably available among potential beneficiaries and public in general

The statutory minimum obligations in the official documentation (DECA) such the plate and the inclusion in the Website (www.edusitransformacs.castello.es) were fulfilled.



Several press releases have been submitted from the City Council's press office, making a subsequent impact on both written and digital provincial and autonomous media. In addition, publicity campaigns were carried out via advertorials and promotional material in *El Mundo* and *El Mediterráneo* newspaper.



Information and advertising campaigns in *El Mundo* and *Mediterráneo* newspapers.

There have also been two radio campaigns on Spanish radio stations *Onda Cero*, *COPE* and *Cadena SER* to inform citizens about the project and its benefits for public transport

The dissemination of the action has been completed with another campaign consisting of the installation of advertising vinyls that highlighted the improvements in the accessibility and safety of the bus stops at two urban bus lines in the city of Castelló.



Reports regarding the project have also been spread through dedicated channels, such as the Website ('News' and 'Operations' tab), as well as through the ERDF's specific social media profiles in Castelló (Facebook, Instagram and Twitter).



A promotional video of the operation has been posted both on the Website as well as on social media and on platforms such as Youtube and Vimeo:

<https://www.youtube.com/watch?v=99pg-Xl61eI>

The operation is included in the 'Transforma Castelló' comic book, which summarises all the ERDF investments in the city and which has reached more than 700 primary school students through an informative campaign carried out in schools in Castelló.



2. The action incorporates innovative elements

The project incorporates a model of innovative platforms. These are versatile, semi-permanent PVC bases made of recycled plastic that combine and fit together like a puzzle. Since they are modular, they can be assembled in multiple combinations at each bus stop, with different widths, lengths or angles. Therefore, they can be adapted both to the people and the surroundings in which they move, guaranteeing 100% social inclusion.

Besides improving accessibility, the structure of these platforms increases road safety without invading the entire road, as it only occupies a part of it and can be rearranged according to the needs of road traffic.

3. Results adequacy according to the established objectives

The objectives of the operation are to improve the accessibility of Castello's urban mobility systems and to create a public transport network that gives people equal rights.

The installation of these platforms facilitates access to the bus, especially for people with reduced mobility, since they eliminate the irregularity between the stop and the bus door.

It also makes it safer and more comfortable for passengers to wait between journeys by creating a delimited and exclusive area for them.

Finally, the transition to a low-carbon economy will be strengthened because these improvements make it easier for citizens to travel by bus instead of using their private vehicles.

4. Contribution to the resolution of a problem or weakness identified in the territorial scope of implementation

This action improves the service and functionality of the urban bus, by reinforcing the accessibility and safety of the bus stops. This encourages people to choose this kind of transport to get around the city instead of travelling by car. This will reduce greenhouse gas emissions and improve air quality in the city, which will also have an impact on the quality of the city's air. In this way, Castelló contributes to solving the problem of air quality in urban environments and thus improving people's health and quality of life.

According to the Sustainability Observatory, which compiles and analyses air quality in 2021 in the 80 most populated cities in Spain based on information from the European Environment Agency, Castelló has reduced pollution levels by 25% over the course of 2021, standing at an average of 17.8, when the national average for the same year is 19.7.

This makes it the first city of between 100,000 and 250,000 inhabitants that has reduced its pollution levels the most, ahead of others such as Donosti, Granada, Cartagena and Logroño. In the national ranking of the 80 most inhabited cities that have significantly improved their air quality in 2021, Castelló is in third place, ahead of Valencia, Alicante and Palma de Mallorca, after Murcia and Gandia.

5. Level of coverage of the target audience

The action benefits all citizens of Castelló (172,589 inhabitants), both regular users of the public transport (with or without reduced mobility), who will see an improved service, and other residents, as it indirectly improves air quality by promoting the use of the bus over private vehicles.

6. Consideration of horizontal criteria of equal opportunities and non-discrimination and accessibility

The action respects the principles of equality, non-discrimination and accessibility.

It complies with the regulations on equality between women and men and non-discrimination due to its global nature, as it is aimed at all the citizens of Castelló.

The new General Urban Development Plan of Castelló has been elaborated from a gender perspective, which seeks to implement actions that improve citizen mobility by promoting sustainable means of transport, and to ensure universal accessibility in urban travel among other issues. Hence, the action fits in with these principles of the new PGOU with a gender perspective.

Furthermore, all information on social media about the project and its impacts were made used inclusive and non-sexist language.

Moreover, the project also guarantees the principle of accessibility, as it ensures and facilitates the use of public transport, especially for people with reduced mobility.

The action has an environmental impact, as it contributes to the reduction of greenhouse emissions by encouraging the use of public transport. In addition, the platforms are made of recycled plastic and thus achieve a sustainable management of resources.

7. Synergies with other public intervention policies or instruments

This improvement of accessibility at bus stops incorporates the proposals of the Sustainable Urban Mobility and Road Safety Plan of the city of Castelló, of the action plan of the Castelló Senior-Friendly programme and the Gender Perspective Report of the General Urban Development Plan.

The action is also part of Castelló Sustainable Mobility and Road Safety Plan. Its execution has required a rigorous planning that has involved different departments of the Administration, from the Mayor's Office to the Planning and Economic Promotion Office, the Management Unit of the Sustainable and Integrated Urban Development Strategy (EDUSI) and the Mobility Department.

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