

*Una manera de hacer Europa*



# BUENAS PRÁCTICAS

## Actuaciones Cofinanciadas

Campaign "Metro minuto". EDUSI "Almería, Open City"

Almería City Council

**Programa Operativo  
Plurirregional de España**

Año 2022

**Fondo Europeo de Desarrollo Regional**

## **GOOD PRACTICE EDUSI "ALMERIA, OPEN CITY"**

### **ACTION: PROMOTION OF PEDESTRIAN MOBILITY THROUGH THE DISSEMINATION CAMPAIGN "METRO MINUTO".**

This good practice consists of the development of the dissemination campaign "Metro minuto".

This campaign has been composed of various awareness and sensitization actions among which the printing of fold-out brochures, the elaboration of posters for mupis or the elaboration of videos whose main objective has been the awareness and promotion of walking as an attractive transport alternative, making citizens aware of the time and distance between the different points of the city.

The operation in which the action is framed has a total eligible cost of € 571,425.97, being 80% co-financed by the European Regional Development Fund (ERDF), within the framework of the Multiregional Operational Program of Spain (POPE), 2014-2020, which implies a contribution by the ERDF of € 269.779,86. The City Council of Almería as a Light Intermediate Organism corresponds to the remaining 20%, which amounts to € 53.955,97.

This action has been considered good practice because:

#### **1. THE ROLE OF THE ERDF IN THE ACTION HAS BEEN ADEQUATELY DISSEMINATED TO BENEFICIARIES, POTENTIAL BENEFICIARIES AND THE GENERAL PUBLIC.**

The role of the ERDF in the action has been adequately disseminated among potential beneficiaries and the public considering at all times the recommendations, manuals and regulatory provisions published in relation to information and communication on the support from these Funds. The communication that has been developed within the framework of this good practice has been:

- **Announcements in provincial press**

**El Ayuntamiento anima a desplazarse a pie con un nuevo plano con distancias y tiempos entre puntos de interés**

20M EP / NOTICIA / 22.09.2021 - 19:54

El Ayuntamiento de Almería ha puesto en marcha la iniciativa 'Metro Minuto. Almería caminando' que a través de un plano con distancias y tiempos entre puntos de interés anima a los almerienses a desplazarse a pie por la ciudad.




Con esta iniciativa queremos fomentar un tipo de desplazamiento que es sano, sostenible, económico e incluso, en una ciudad como la nuestra, más rápido, como es andar", ha explicado en una nota la concejala de Seguridad y Movilidad, María del Mar García Lorca, durante la presentación ante los medios comunicándose con la celebración de la Semana Europea de la Movilidad.

Realizado con Fಂಡon Educa, el 'Metro Minuto' consiste en un plano con los principales puntos de interés de la ciudad, a través del cual, siguiendo sencillos códigos de colores los ciudadanos pueden saber cuánto se tarda en llegar a su destino.

[The City Council encourages to move on foot with a new map with distances and times between points of interest \(20minutos.es\)](https://20minutos.es)

**Diario de Almería** ALMERÍA

ALMERÍA

**Almería, en un 'minuto' andando**

El Ayuntamiento anima a desplazarse a pie con un plano con distancias y tiempos entre puntos de interés de la ciudad




El Ayuntamiento de Almería ha puesto en marcha la iniciativa 'Metro Minuto. Almería caminando' que anima a los almerienses a desplazarse a pie por la ciudad mediante un plano con distancias y tiempos entre los principales puntos de interés de la ciudad. "Con esta iniciativa queremos fomentar un tipo de desplazamiento que es sano, sostenible, económico e incluso, en una ciudad como la nuestra, más rápido, como es andar", ha explicado la concejala de Seguridad y Movilidad, María del Mar García Lorca, durante la presentación ante los medios comunicándose con la celebración de la Semana Europea de la Movilidad.

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La costa a vista de pájaro

[Almería, in a 'minute' walk \(diariodealmeria.es\)](https://diariodealmeria.es)

- **Announcements through the website of the City of Almeria**

**ALMERÍA CIUDAD**

AYUNTAMIENTO - TRANSPARENCIA - OFICINA VIRTUAL - PERSONAS - ÚTIL - ACT

Ayuntamiento de Almería / Actualidad / El Ayuntamiento anima a desplazarse a pie con el 'Metro Minuto', un plano con distancias y tiempos entre puntos de interés de la ciudad



**El Ayuntamiento anima a desplazarse a pie con el 'Metro Minuto', un plano con distancias y tiempos entre puntos de interés de la ciudad**

22 septiembre 2021 | En Actualidad Ayuntamiento Destacados Función Pública y Seguridad Ciudadana Sostenibilidad Medioambiental y Energética

La concejala de Seguridad y Movilidad, María del Mar García Lorca, ha presentado este miércoles la iniciativa, que era un compromiso electoral, en el marco de la Semana Europea de la Movilidad

El Ayuntamiento de Almería ha puesto en marcha la iniciativa 'Metro Minuto. Almería caminando' que anima a los almerienses a desplazarse a pie por la ciudad mediante un plano con distancias y tiempos entre los principales puntos de interés de la ciudad. "Con esta iniciativa queremos fomentar un tipo de desplazamiento que es sano, sostenible, económico e incluso, en una ciudad como la nuestra, más rápido, como es andar", ha explicado la concejala de Seguridad y Movilidad, María del Mar García Lorca, durante la presentación ante los medios comunicándose con la celebración de la Semana Europea de la Movilidad.

[The City Council encourages you to move on foot with the 'Metro Minuto', a map with distances and times between points of interest in the city Ayuntamiento de Almería](https://almeriaciudad.es)

**ALMERÍA CIUDAD**

AYUNTAMIENTO PORTADA DIRECTORIO GESTIONES ENLACES ACTUALIDAD CONTACTO

**Función Pública y Seguridad Ciudadana**

Forma Pública y Seguridad Ciudadana / Metro Minuto

**Metro Minuto**

Incluido en el Programa de Desarrollo Urbano Sostenible Integrado (DSI) Almería Ciudad Almería cofinanciada en un 80% por el Fondo Europeo de Desarrollo Regional (FEDER) en el marco de Programa Operativo Plurianacional de España (POPE) 2014-2020



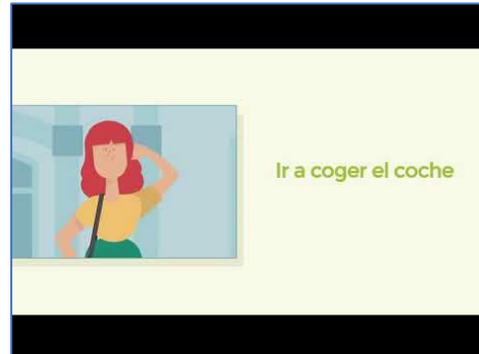
VER DISEÑO WEB ANTERIOR

[Metro Minuto - Public Function and Public Safety \(almeriaciudad.es\)](https://almeriaciudad.es)

- **Videos published on the municipal YouTube channel**



<https://www.youtube.com/watch?v=IVpTIMI5WXg>



<https://www.youtube.com/watch?v=MELofO5Aecs>

- **Dissemination in Social Networks**



[📺 ♀ The City Council encourages you to move on foot with the 'Metro Minuto', a map with distances and times between points of interest in the city... | By Almería City Council | Facebook](#)

- **Brochures and posters for Mupis**



## **2. THE ACTION INCORPORATES INNOVATIVE ELEMENTS.**

Through this good practice, an awareness and sensitization campaign has been carried out on the importance of walking by citizens, which has been formed by the following elements: 4,000 peelable brochures, 2 canvases for roll-up exhibitors, 30 posters for mupis, and a promotional animation video.

In this way, the main innovative character of the action lies in the way in which citizens have been made aware, since it has been considered that the key factor for them to choose to move on foot is that they are informed and have sufficient knowledge about the multiple benefits that this alternative of displacement offers. In this way, it is achieved that the citizens of Almeria make the decision to go on foot consciously, thus favoring the adoption of healthy habits lasting over time.

For this, a detailed and visual plan has been developed, which has been subsequently transferred to the brochures, canvases and posters mentioned above. This map reflects the distance and time that a person would spend touring the main points of the city. In addition, these data have been accompanied with information of interest related to this form of mobility, such as, for example, what are the advantages of walking.

## **3.ADEQUACY OF THE RESULTS OBTAINED WITH THE OBJECTIVES SET**

The main objective of this action is to promote active mobility through walking thanks to the awareness and sensitization of citizens about the importance of this.

This objective has been widely achieved, because, thanks to the dissemination actions carried out within the framework of this good practice, which has been given special importance to have been developed in different formats accessible to all citizens regardless of the age group to which they belong, it has reached not only the people who live in the city, but also to all those people who come to it to enjoy the numerous tourist resources that it offers..

Similarly, thanks to the realization of this good practice, another of the objectives set in the operation in which it is framed has been achieved, which consists of the estimated annual reduction of greenhouse gases. This is because, because of the increase in walking, there has been a reduction in the use of private vehicles, with the improvement in the environmental quality of the city centre that this entails.

## **4. CONTRIBUTION TO THE RESOLUTION OF A PROBLEM OR WEAKNESS DETECTED IN THE TERRITORIAL SCOPE OF EXECUTION**

As stated in the diagnosis of the DUSI Strategy "Almería, Open City" in which this good practice is framed, the biggest problem of the city in relation to mobility is the high volume of traffic that circulates, with almost 200,000 trips by private vehicle per day, which represent the daily displacement of 152,000 vehicles.

This, together with the fact that travel in the city is highly centralized in several areas such as the centre and north, led to the need to implement initiatives that promote

alternative forms of travel between these areas, being of special importance that these modes of transport were sustainable and respectful of the environment.

Thus arises the "Metro minute" campaign, which, in addition to responding to the two problems mentioned above, also contributes positively to the resolution of another problem that affects not only the city of Almeria, but also most of our country. It is the sedentary lifestyle which, in the case of Almeria, mainly affects young people between 16 and 24 years, as well as those people who are between 65 and 74 years and that thanks to this good practice has been reduced.

## **5.HIGH DEGREE OF COVERAGE OF THE TARGET POPULATION**

The good practice before which we find ourselves has a high degree of coverage on the population to which it is directed, because its development has taken place through both digital and traditional media, which has allowed it to reach most of the population.

In this way, its effects have a favourable impact on the total population of the city of Almeria, which amounts to 199,237 people.

In any case, it should also be noted that the population reached is not limited to those who reside in the capital of Almeria, since those who visit the city, either for work or leisure reasons, have also been able to benefit from this good practice.

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

The horizontal criteria of equal opportunities and non-discrimination are present throughout the action because both constitute transversal principles of application both to the DUSI Strategy "Almería, Ciudad Abierta" and to the procedures carried out within the City Council of Almería.

In this way, throughout the design and execution of the "Metro minuto" project, the design of awareness and sensitization actions that can be easily interpreted and understood by the population as a whole has been ensured.

To this end, aspects have been taken into account, such as, for example, the development of actions in both traditional and digital format, which allow reaching the population of different age groups, as well as those sectors that do not have technological means in their day to day. Similarly, we have opted for the use of simple fonts with attractive colours that are not difficult to identify or distinguish by people with vision difficulties. Additionally, in the video produced to the affection, the introduction of subtitles has been carried out and the use of a clear and simple language that can be understood by the citizens in its entirety has been ensured.

Special importance has also been given to the use of inclusive and neutral language, as well as the use of images that reflect a balanced presence of men and women and are far from stereotypes, whether gender or any other type of inequality.

On the other hand, in terms of social responsibility, the development by the City Council of Almeria of actions aimed at promoting travel on foot, as well as the adoption of healthy habits by citizens, is a clear example of its commitment to the health and well-being of the people who reside in the city. In addition, promoting this type of travel contributes to the reduction of traffic in the main points of interest of Almeria, making the environment friendlier and favouring the meeting and coexistence between people who choose to walk and enjoy the city.

Finally, regarding the horizontal criterion of environmental sustainability, it should be noted that this is also one of the fundamental pillars on which this good practice arises because, as has been reflected, its main objective is the promotion of walking and, consequently, the reduction of greenhouse gas emissions into the atmosphere and the protection of the environment.

## **7.SYNERGIES WITH OTHER PUBLIC INTERVENTION POLICIES OR INSTRUMENTS**

The action "Promotion of pedestrian mobility through the dissemination campaign "Metro minuto"." is part of one of the operations proposed within the framework of the Sustainable and Integrated Urban Development Strategy "Almería, Open City", called "Sustainable Mobility and expansion of cycling network".

This operation is part of the line of action called "Sustainable mobility Almería EDUSI", which is aimed at achieving the "*Thematic Objective 4: Promote the transition to a low carbon economy in all sectors*" and in which complementary actions have been carried out to this good practice such as, for example, the extension and adaptation of the existing network of cycling routes to complete the critical plot in which there is a greater agglomeration of private vehicles, the implementation of pedestrian priority spaces or the expansion of numerous sidewalks in the city centre.

Below are some images of the pedestrianization actions carried out:





Likewise, this action is part of the actions proposed in the Sustainable Urban Mobility Plan of Almeria, especially the "Program to improve pedestrian mobility", whose general objective is the promotion of walking in the urban centre, especially as a preferred mobility modality for short routes; as well as increasing the urban quality and habitability of the environment, and specifically in the most central areas.

Finally, the "Metro minuto" project is also linked to some of the actions proposed in the Action Plan of the Almeria 2030 Urban Agenda, which are aimed at promoting mobility through soft modes of transport in the city and its surroundings. These include the creation of pedestrian itineraries in the Mediterranean Gardens of La Hoya, the adaptation and improvement of the Paseo de Almería and Obispo Orberá or the improvement of cycling infrastructure and the Gr-92 Costacabana-Toyo-Cabo de Gata itinerary.

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