

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

Actions to improve mobility, accessibility and safety in Na Saurina d'Entença street

Edusi-Alcoidemà. Alcoy City Council

**Programa Operativo
Plurirregional de España**

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Fondo Europeo de Desarrollo Regional

GOOD PRACTICES EDUSI-ALCOIDEMÀ. ALCOY CITY COUNCIL

ACTIONS TO IMPROVE MOBILITY, ACCESSIBILITY AND SAFETY IN NA SAURINA D'ENTENÇA STREET

The current good practice consists of the improvements introduced to complement the redevelopment of Na Saurina d'Entença street, one of the main arteries of Alcoy, which for decades had been the crossing of the N-340 as it passes through town.

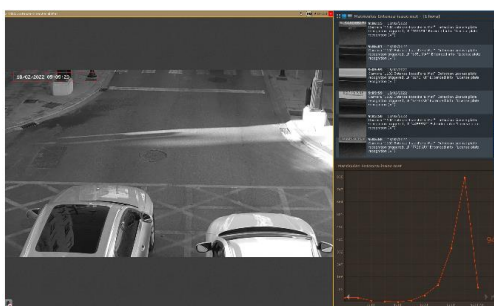
After having completed its redevelopment, which was also co-financed by the European Union as part of the DUSI strategy, a series of "smart" devices were introduced with the aim of improving mobility, safety, sustainability and accessibility conditions in the street.

LED lights were installed at pedestrian crossings and new traffic lights at the busiest area, the San Roque market. With the aim of facilitating Wi-Fi access to the public, free connection points were installed in the traffic light posts at different points along the street. Sensors were also placed in loading and unloading areas to discourage prolonged parking of vehicles on the pedestrian platform.



LEDs placed on the pedestrian platform to signal crossings and pedestrian crossings

Another outstanding element is the installation of cameras to control traffic and prevent accidents, technology that has become an essential tool for the security forces, who use them on a daily basis to track number plates in investigations into accidents, robberies or requests. The plate counting also provides real-time information on the number of vehicles travelling along and their average speed.



Capture of number plates made by the cameras (left) and graphic of the traffic at the beginning of the day and reading of the number plate of a vehicle in a loading and unloading bay (right)

In addition, to promote sustainable mobility, two fast and semi-fast charging points for electric vehicles were installed, which are self-sufficient thanks to new solar panels located in the nearby Plaza de La Uixola.



One of the electric chargers on a side street off Entenza

The eligible cost of this operation is €117,140.75, 50% of which (**€58,570.37**) is co-financed by **the European Regional Development Fund Operational Programme 2014-2020 (ERDF)**. Thanks to this action, pedestrian safety and accessibility have been improved, while promoting sustainable mobility and turning this street into an "urban laboratory". In this way, the operation has a direct impact on the population of Entenza Street, with 1,371 inhabitants, the Ensanche de Alcoy neighbourhood, with 13,369 registered inhabitants, and a general impact on the 60,000 residents of the municipality.

This is considered good practice because:

1. THE ROLE OF THE ERDF HAS BEEN ADEQUATELY DISSEMINATED TO POTENTIAL BENEFICIARIES AND THE GENERAL PUBLIC

In the first place, the minimum regulatory obligations such as the temporary sign, the permanent plaques and the inclusion of the performance on the single web portal have been fulfilled.



Construction site billboards and permanent signs on the electric charging poles

The performance has been reported in the media.

- With advertising and news in the local press and municipal social media channels:



Objetivo: una ciudad más sostenible, más inteligente y más integradora

La Estrategia de Desarrollo Urbano Sostenible (EDUS) Alcoiademà avanza en la transformación de Alcoi, potenciando el espacio a la transición hacia una economía basada en la preservación y producción del medio ambiente.

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Alcoi celebra mañana domingo 6 de junio el EDUS (Alcoiademà Smart City) una iniciativa impulsada por el Consorci Esportiu Alcoienc en colaboración con el Ayuntamiento de Alcoi y el equipo de la Liga de Fútbol Profesional (LFP) de la categoría Segunda División B. El Ayuntamiento de Alcoi, en colaboración con el Consorci Esportiu Alcoienc, ha impulsado una iniciativa de transformación urbana sostenible en la zona de Entença, una zona que ha sido declarada como zona de actuación prioritaria de la Estrategia de Desarrollo Urbano Sostenible (EDUS) Alcoiademà, con la que se está transformando la ciudad para hacerla más sostenible, más inteligente y más integradora. En esta acción, el equipo de fútbol profesional de la ciudad Na Saunina de Entença, en colaboración con el Ayuntamiento de Alcoi, ha impulsado una iniciativa de transformación urbana sostenible en la zona de Entença, una zona que ha sido declarada como zona de actuación prioritaria de la Estrategia de Desarrollo Urbano Sostenible (EDUS) Alcoiademà, con la que se está transformando la ciudad para hacerla más sostenible, más inteligente y más integradora.



Para explicar, con el objetivo de fomentar el modo de caminar y reducir emisiones de carbono, se instalarán los sistemas de carga de energía eléctrica para bicicletas, un servicio que mejorará la seguridad y la comodidad de los usuarios. Además, se instalarán sistemas de iluminación pública que mejorará la seguridad y la comodidad de los usuarios. Además, se instalarán sistemas de iluminación pública que mejorará la seguridad y la comodidad de los usuarios. Además, se instalarán sistemas de iluminación pública que mejorará la seguridad y la comodidad de los usuarios.

La transformación de la calle Entença se plantea para poner solución a un grave problema urbanístico y medioambiental que llevaba más de 40 años pendiente. Las actuaciones llevadas a cabo han tenido un impacto directo en la mejora de la vida de los ciudadanos.

FÚTBOL 2ª B / 3ª DIVISION

Destacada participación de los equipos valencianos en 2ª B

El Alcoyano a las puertas de la Segunda División
Tras quedar subcampeón en la clasificación, el equipo de Alcoi no superó la ronda de los play-offs. Cuyos eliminados en la primera ronda tras el empate con el Cartagena y perder en El Colito. Aun así, el equipo dio muestras de buen fútbol dejando buen sabor de boca a la afición que apoyó hasta el último momento.

El Atlético Levante UD pierde en la tanda de penaltis y desciende a Tercera División
Tras una temporada muy disputada, desgranadamente el Atlético Levante UD descendió a 3ª división en una partida contra la UD Sanja en el que relacion los nervios y las inspecciones en ambos equipos. Finalmente, el encuentro se resolvió en la tanda de penaltis en la que el portero del Sene fue el gran protagonista, ya que pasó cuatro de los cinco penaltis a los jugadores del equipo valenciano.

Una temporada negra para El Eldense
La temporada 2018 / 2017 será una temporada para olvidar. Los ascensos de los jugadores y entrenador acusados de los amañados partidos sumados a la mala gestión del club, hicieron mala en lo deportivo. En la jornada 37ª el Deportivo, dejando buen sabor de boca a la afición que apoyó hasta el último momento.

Éxito del Villarreal B que consiguió ascender de 3ª a 2ª B
Tras vencer segundo puesto en la 3ª división, el Villarreal B consiguió su plaza en 2ª B. Campesino la que a pesar de estar con una derrota, el equipo se mantiene en las primeras posiciones.

Alcoiademà
EDUS

CREER EN ESTE NUEVO PLANIFICACION CREER EN UN NUEVO ALCOI

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Una muestra de los fondos europeos FEDER en Alcoi.

Advertisement and article in the local press mentioning the European funds, explaining the details of the action

Noticias

Publicada el día 09/01/2020

El ayuntamiento hará que Entença sea una calle más segura y sostenible gracias a los fondos FEDER

El ayuntamiento de Alcoi adjudicó el pasado 26 de diciembre las obras para mejorar la movilidad en la calle Na Saunina de Entença y adyacentes por 106.882,02 euros a Efficage Energía, SLU, un precio que rebaja el presupuesto base de licitación que era de 136.233,69 euros. El plazo de ejecución de la obra es de dos meses. Se trata de un proyecto cofinanciado al 50% por la Unión Europea a través de los Fondos Europeos de Desarrollo Regional (FEDER).

La actuación consistirá en complementar las recientes obras de urbanización de la calle Na Saunina de Entença mediante la introducción de una serie de dispositivos "Smart" que van a mejorar las condiciones de movilidad, seguridad, sostenibilidad y accesibilidad en dicha calle, y que son los siguientes: Balizas luminosas indicadoras de pasos de peatones. Instalación de un semáforo en el paso de peatones existente frente al acceso al Mercat Sant Roc. Instalación de cámaras de control de tráfico y puntos Wifi sobre los báculos de semáforos. Instalación de dos puntos de carga eléctricos rápidos y semirrápidos. Instalación de placas solares para el apoyo de los puntos carga eléctricos e Instalación de sensores de detección para el control de las zonas de carga y descarga.

Las actuaciones quedan incluidas en la siguiente línea de actuación enmarcada en el EDUSI: LA5_01 Renovación de las infraestructuras públicas en el entorno de la calle Na Saunina d'Entença.

"Esta es una nueva actuación que mejorará Entença con novedades que no habían cuando se realizó el primer proyecto, que recordamos fue presentado en 2017 y se llevó adelante durante 2018 y su objetivo principal era convertir la calle en un lugar donde se priorice a las personas apostando por los últimos avances medioambientales y tecnológicos, para lograr impulsar comercialmente la zona y constituir una muestra de cómo tendrán que ser las calles de Alcoi en el futuro. Este es un nuevo proyecto que aporta las últimas novedades y que hará todavía mejor esta calle, más sostenible y segura para los peatones", destaca el alcalde y concejal de Smart City, Toni Francés.

Llevará adelante actuaciones que introducirán las últimas tecnologías

Press release published on the municipal website on the conversion of Entença into a "smart" street, thanks to the co-financing of ERD Funds.

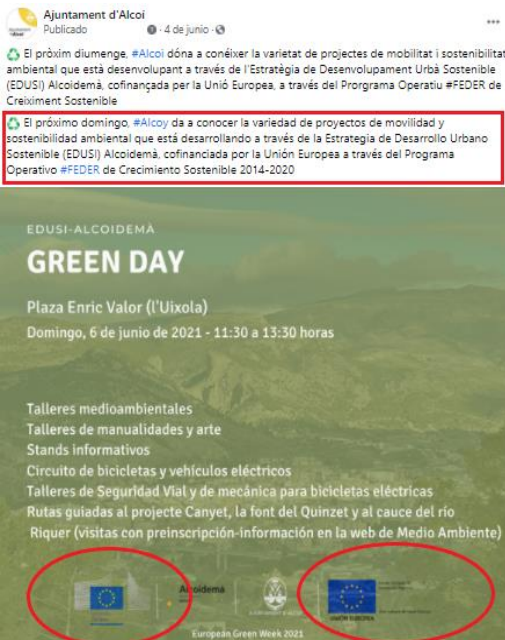
To publicise the improvements, an explanatory video was made and projected on the information totems installed along the street and an advertising campaign was carried out in different media during 2020, including press advertisements, radio spots in local media. The video is also projected on the interactive screens installed in the street.



Screenshots of the video, with references to European co-funding

- With a public street event.

After a halt caused by the health crisis of Covid-19, a public event was held in June 2021, as part of Alcoi's participation as a 'partner' of the European Green Week, promoted by the European Commission. This event was held in the square next to Entenza Street where the photovoltaic panels that supply the electric vehicle chargers are installed. The event emphasised again the European co-financing of this good practice and its benefits for citizens.



Announcement of the event on the Facebook account of the City Council of Alcoi and article in the newspaper El Nostre advancing the conference and talking about the project.



European Union ERD Funds logos on the promotional and merchandising elements used at the public event



- With videos and microvideos for social media



Posting on social networks of the video with English subtitles on the measures introduced in Entença to improve safety, sustainable mobility and universal accessibility

2. THE ACTION INCLUDES INNOVATIVE ELEMENTS

Free charging points for electric vehicles have been included, which are partially self-sufficient thanks to the solar energy collected by the station located in the Uixola (approximately 33,000 Kwh for a year), minimising the cost to the municipal coffers by around 6,000 euros a year. Several free Wifi access points have also been included, which will be extended and arranged to cover the main green and recreational areas of this street. .

In addition, the street is signposted with LED lights at the junctions with the perpendicular streets to ensure pedestrian safety. Cameras that monitor traffic and sensors that tell drivers when they are speeding help to regulate traffic and reduce accidents. Sensors have also been installed to detect when a vehicle exceeds the kerbside parking time for loading and unloading.

3. ADAPTATION OF THE RESULTS OBTAINED TO THE ESTABLISHED OBJECTIVES

The objectives of the Integrated Sustainable Urban Development Strategy (EDUSI) of Alcoy underline the will to turn Alcoy into a more sustainable, integrated and intelligent city. This action is one of the best examples of how technology can be applied to improve the lives of citizens and municipal management..

4. CONTRIBUTION TO THE RESOLUTION OF A PROBLEM OR WEAKNESS DETECTED IN THE TERRITORIAL AREA OF IMPLEMENTATION

In order to achieve a balanced use of the new Entenza Street with a greater focus on pedestrians, it was essential to introduce improvements to reinforce pedestrian safety and mobility. In addition, with this redevelopment, parking was eliminated along the entire street, but it was necessary to regulate the temporary parking of vehicles that provide services to shops and restaurants. This has been achieved by means of parking sensors, which control parking and act as a deterrent..

5. HIGH DEGREE OF COVERAGE OF THE TARGET POPULATION

The surface area of Entenza Street, more than 800 metres, makes it without doubt one of the longest streets in Alcoy. The location of this road, which links several neighbourhoods with the city centre, as well as its location parallel to the main commercial artery of the municipality, make Entença one of the most used streets in citizen's daily lives, both on foot and by vehicle.

In addition, the technological improvements on this road has been incorporated into the Smart Platform (a project also co-financed European Union Funds), allowing the analysis of traffic, air quality, noise, etc. The conclusions drawn from this analysis will be used to take measures that will affect citizens as a whole, broadening the spectrum of their degree of coverage. The operation has a direct impact on the population of the Ensanche de Alcoy neighbourhood of 13,369 people and specifically affects the inhabitants of Na Saurina d'Entença street, with approximately 1,371 inhabitants.

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

The action respects the principles of equality, non-discrimination and accessibility. It also respects the regulations on equality between men and women and non-discrimination due to its general nature for the citizens of Alcoy. The signalling with LED lights at intersections and pedestrian

crossings has an impact on safety, especially for women, who are the majority of those who use this street as it is the location of one of the city's main markets. In addition, the free wifi installed in different points and green areas allows equal access to the internet and contributes to reducing the gap in women's access to new technologies. On the other hand, all communications and dissemination materials have been carried out using non-sexist and inclusive language and avoiding the dissemination of sexist stereotypes and images.

It also complies with the principle of accessibility, as it provides the specific technical means to the entire population for obstacle-free and safe circulation. In terms of environmental sustainability, the installation of charging points for electric vehicles contributes to sustainable mobility and the reduction of harmful gas emissions into the atmosphere.

7. SYNERGIES WITH OTHER PUBLIC INTERVENTION POLICIES OR INSTRUMENTS

The implementation of these elements has contributed to turning this street into an urban laboratory, thanks to a project subsidised by the Valencian Innovation Agency (AVI) with 93,000 euros and included in the Smart City plan approved by Alcoy City Council.

This project is helping to test solutions to different problems such as traffic, pollution, energy consumption, etc., on a reduced scale in order to then apply solutions that can be used throughout the city. It also involves technicians from the two public universities that have campuses in the city: Universitat Politècnica de València (UPV) and Universitat d'Alacant (UA).

There are also synergies with pedestrianisation measures in various streets in the city centre to improve urban mobility, as included in the Municipal Mobility Plan, as well as with the renovation of public lighting with LED-type luminaires.

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