

*Una manera de hacer Europa*



# BUENAS PRÁCTICAS

## Actuaciones Cofinanciadas

“Construction of a deterrent parking at the entrance of de city center”

Almendralejo City Council

**Programa Operativo  
Plurirregional de España**

Año 2022

**Fondo Europeo de Desarrollo Regional**



## CONSTRUCTION OF DETERRENT PARKING AT THE ENTRANCE TO THE CITY CENTER.

### GOOD PRACTICE OF COMMUNICATION PLAN SIUDS ALMENDRALEJO.

#### DESCRIPTION OF THE ACTION

The Town Hall of Almendralejo presents as Good Practice the “Construction of a deterrent parking at the entrance of de city center”. This action has been executed in Square of Extremadura, that has been fully rehabilitated, providing it with new infrastructures, changing its design, reducing the noise and the emissions of carbon dioxide and turning it into a new leisure area of the city, through **of the grants of ERDF Funds**.

This Good Practice is part of the Line of Action number 15 of Strategy SIUDS Almendralejo called “Design and implementation of urban noise reduction plans”, budgeted at 55.500 euros (**80% co-financed by FEDER** aid and 20% by the Town Hall of Almendralejo) and adhered to Thematic Objective number 6 (Preserve and protect the environment and promote the efficiency of resource) and the Strategic Objective 6.5.2. (Integrated actions to rehabilitation of cities, to improve the urban environment and its environment).



The action has been carried out in the surroundings of said square with the objective of to improve the environment in its environmental, landscape and urban dimension, by the impact that have in the well-being of the population. The deterrent parking has been located in the entrance of city center, as support for the reforms proposed in the center for the promotion of sustainable mobility, and lets the intermodality connecting with others mobility services as is the coexistence lane, attached to future bike lane in the Badajoz road, than will do in 2023 through **ERDF funds**, with the Strategy Alliance SIUDS, and already existing of the square of The Freedom Place, which in turn will link to the The Fuente street (now in construction). The surface of parking is of 1.600 m<sup>2</sup> and has got mitigate problems of urban decline, stimulating, with a other elements, the development of the Square of Extremadura. Give the possibility of arrive to town by this entrance and park in this zone to access center urban walking through of the pedestrian space.

So, air quality has improved in the urban centre, that suffered heavy traffic. In addition, it should be noted that this action is the one agreed and designed during the process of citizen participation carried out in the elaboration of Strategy SIUDS.

## THE ROLE OF THE ERDF IN THE ACTION HAS BEEN WIDELY DISSEMINATED AMONG BENEFICIARIES, POTENTIAL BENEFICIARIES AND THE GENERAL PUBLIC

The action has been conveniently disseminated between the beneficiaries and the general public. For it, the town hall of Almendralejo has installed various permanent plates for the citizens know the key role of funds ERDF to execute this project.



In addition, it has been created an exclusive website for the information of the actions to do within the Sustainable and Integrated Urban Development Strategy (SIUDS), **co-financed by European Regional Development Fund (ERDF) by 80% and the town hall of Almendralejo by 20%**. The address is <https://edusi.almendralejo.es/>.

All the information published on this website has been included in the official website of town hall of Almendralejo, as a complement ([www.almendralejo.es](http://www.almendralejo.es)). In the same way, the links of the all news have been published on the social networks of the consistory (page with Facebook, Twitter and Instagram).

Evidently, the action of this Good Practice and its made available to citizens has been published on both websites and the press release have been sent to medias, that published in their spaces; when the project to do was presented, at the beginning of the works, during ant the finish.

Even, on the last February 2, 2022, when the works finished and was opened to public, it celebrated a citizen event wiht Government delegate in Extremadura, Yolanda García Seco, and the mayor of Almendralejo, José María Ramírez. In addition, there were also neighborhood, business, comercial an tourism sector associations, among others, for check how the square had turned out, because there was expectation and enthusiasm for it. In this momento, the parking was open.

Press release



[https://edusi.almendralejo.es/ver\\_noticia.php?id\\_noticia=12](https://edusi.almendralejo.es/ver_noticia.php?id_noticia=12)

In the text of this news, say that between the actions carried out the construction of a new parking has taken place on surface of 1.600 m<sup>2</sup>.

The act had enough mediatic repercussion. The mass media stood out that was a funded action with **co-financed by European Regional Development Fund (ERDF)**.

The wright press regional and local, the radios regionals, the autonomic televisión, Canal Extremadura Television, and the territorial delegation of RTVE were in this event for the citizen and published in them spaces a chronicle of the same and a description of the action based in this good practice.

In addition to the communication through the communication channels of the municipality and the mediatic repercusión that this good practice had, other actions included in the communication plan have been carried. Specific, spots on the regional radio have been published, microvideo post in social networks and permanent plaques have been placed.

**ENLACES DE ALGUNAS NOTICIAS**

- <https://rcb.almendralejo.es/noticias/8937/esta-tarde-abrira-zona-peatonal-plaza-extremadura>
- <https://rcb.almendralejo.es/noticias/8892/zona-peatonal-plaza-extremadura-abrira-febrero>
- <https://www.hoy.es/prov-badajoz/plaza-extremadura-abre-20220126000057-ntvo.html#:~:text=La%20plaza%20de%20Extremadura%20de%20Almendralejo%20se%20abrir%C3%A1%20el%2020%2Cmantenerla%20cerrada%20durante%20ocho%20meses>
- [https://www.cope.es/emisoras/extremadura/badajoz-provincia/almendralejo-tierra-de-barros/noticias/explanada-plaza-extremadura-abre-publico-20220202\\_1765064](https://www.cope.es/emisoras/extremadura/badajoz-provincia/almendralejo-tierra-de-barros/noticias/explanada-plaza-extremadura-abre-publico-20220202_1765064)
- <https://www.elperiodicoextremadura.com/almendralejo/2022/02/02/plaza-extremadura-almendralejo-abre-ciudadania-62241232.html>
- <https://www.facebook.com/SERTierraDeBarros/posts/pfbid02CuTrTvqdcKPoSf34gDfT9Nc51WTfQJz5cPq3M7NKHCYAPPJk1fG36VUEiFJG73Wl>



## REGIONAL RADIO SPOTS

To carry out this tool of said good practice, was taken into account the regional radios than there is in Extremadura and that have more coverage in Almendralejo. In total, publicity about the deterrent parking have published in nine radio stations and the public radio of Town Hall of Almendralejo Radio Comarca de Barros, that only has institucional publicity, no commerce.

The text of the spot broadcasted during February 2022 in the regional radios is the next:

*Thanks to the rehabilitation of Square of Extremadura in Almendralejo, a deterrent parking has been built.*

*The new parking locates near of the entrance to the town and very next to urban area, letting to the almendralejenses and visitors park here free and can walk to center.*

*The work is part of Strategy SIUDS Almendralejo, co-financed by European Regional Development Fund (ERDF) and the town hall of Almendralejo.*

*European Regional Development Fund (ERDF). "A way to make Europe".*

The broadcasts of spost were the next:

- CADENA 100: 21 spots from February 14 to 20, 2022.
- COPE BADAJOZ: 14 spots from February 14 to 20, 2022.
- COPE MÉRIDA: 14 spots from 14 February to 20, 2022.
- RADIO OLÉ EXTREMADURA: 21 spots from 7 February to 13 and 24 spots from 24 March to 31, 2022.
- SER BADAJOZ: 21 spots from 7 February to 13, 2022.
- SER MÉRIDA: 21 spots from 7 February to 13, 2022.
- ONDA CERO BADAJOZ: 21 spots from 7 February to 21, 2022.
- ONDA CERO MÉRIDA: 21 spots from 7 February to 21, 2022.
- RADIO HORNACHOS: 14 spots from 14 February to 20, 2022.

-Radio Comarca de Barros: this spot has been broacasted from 2 February to August because is the public radio, periodically.

The investment of advertising campaign in the nine radio stations has been of 2.919,88 euros (tax included), being 3.000 euros the budget collected in the comunication plan.

## MICROVIDEO ON SOCIAL MEDIA

The recording and edition of this video were entrusted to the Extremaduran company La Caceta Independiente, by 1.210 euros (tex included). The text of video es the next:

*The rehabilitation of Square of Extremadura in Almendralejo has allowed the construction of a deterrent parking in this zone. The new parking in located in the one of entrance to town and very near al urban zone, allowing to he almendralejenses and visitors park here free and can walk to he centre.*

*This work is part of Sustainable and Ingrated Urban Development Strategy (SIUDS) and co-financed by European Regional Development Fund (ERDF) and the Town hall of Almendralejo.*

*"A parking zone near of centre that serve as a stimulus for the commerce and the hostelry".*

"Since in Almedralejo the centre of the avenue has changed a tad, for me the access is something more bearable".

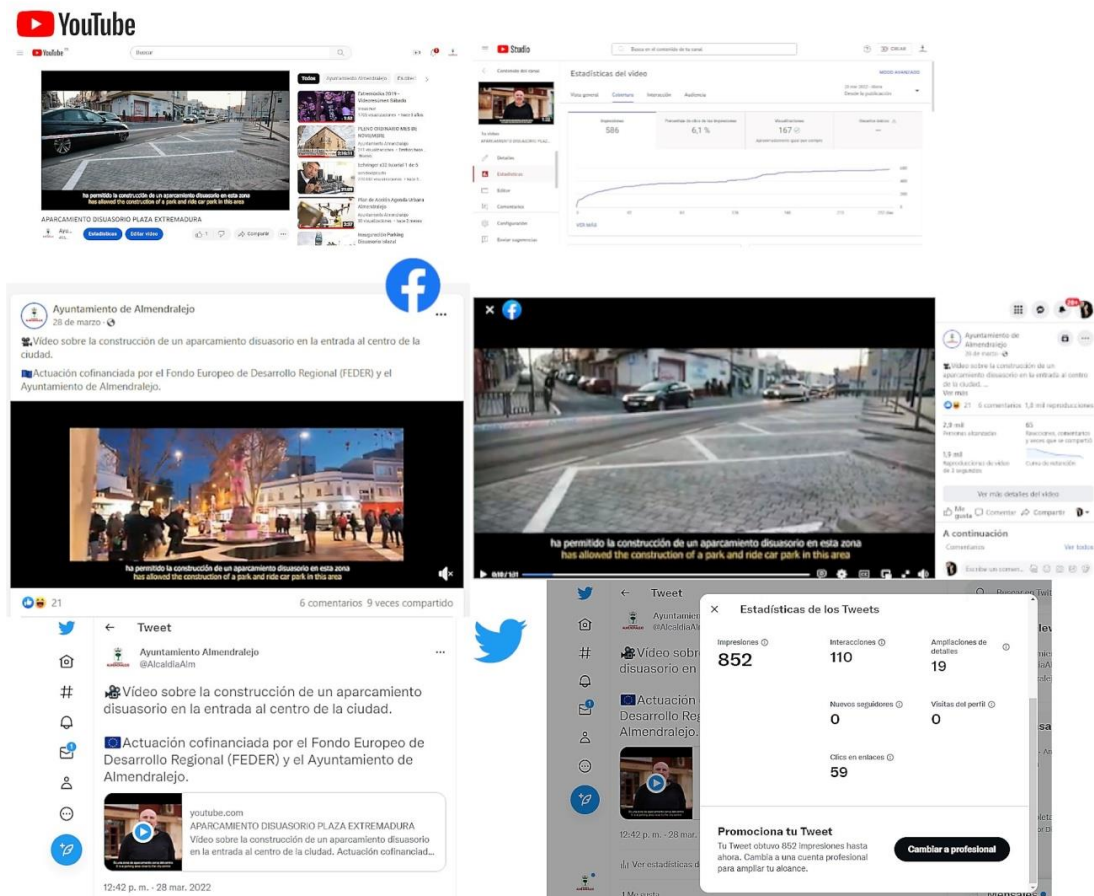
"Since you arrive to Almedralejo and can park near of centre will make to come more visitors".

"The reduction of cars in the centre zone will decrease pollution".

A voiceover recorded explaining the action and later he took testimony of various persons than talk their impression about the parking (is in quotes in the above text). These persons were a merchant of the zone, a visitor, a person with reduced mobility and a resident.

The video was published in the social networks of Town Hall (Twitter, Facebook and YouTube) and the web of the SIUDS Almedralejo. Too, was sent to mass media for will publish in their spaces if they deem it appropriate.

The publications in the social accounts have had thousands of reproductions and impressions, that are demonstrated below.



## PERMANENT PLATE

The communication plan of SIUDS Almedralejo collects also as element of this good practice the installation of permanent plate, reporting of the line of action, the objectives to which it belongs and the co-financed of Found ERDF and the Town Hall of Almedralejo.



## THE ACTION INCORPORATES INNOVATIVE ELEMENTS

The comprehensive rehabilitation of the Square of Extremadura has supposed an innovation general element, basically because this change has made it possible to create a modern and accessible place for the citizens.

Need to remember that, previous to the redaction of project of rehabilitation in this zone, was open a participative process to the citizens for contribute their ideas and proposals to the action. This place suffered from heavy traffic and the inconvenients to park, so the problems of noise and pollution aggravates more. The need to solution this difficult was one of the inquituds that the participating neighbors in the open consulting showed because the trafic and the previous structure of parking prevented the enjoy of zone.

The restructuring of the zone has allowed to reduce these problems. By centering and unifying the pedestrian zone, enlarging and moving the roundabout and enabling the vehicle traffic lanes, it has allowed to take advantage of the space to enable parking areas, whose spaces are located around this area, being better structured and enabled for easy parking. Thus, it becomes the first parking deterrent in the city. It should also be noted that some spaces in this parking are reserved for people with reduced mobility. There is a parking area, whose use is exclusively for buses. Not only the urban uses it as a stop, but the school routes also have this square as a point to pick up and drop off the childrens.

The Square of Extremadura is a one of the entrances of centre of city. Now, the visitors have more facilities to arrive, park without problems and go to the centre walking, without to need of to have to entrance in the centre with car. The residents also has benefiting of the habitie of this parking type.

This and traffic flow (now more light) have allowed reduce the carbón dioxide emissions, thus improving air quality, and the noise. The construction of parking has been made taking into account experiences of the others localities and with materials that have allowed get the raised objectivs.

## ADEQUACY OF THE RESULTS OBTAINED TO THE ESTABLISHED OBJECTIVES

This good practice has taked out from the Line of Action number 15, called "Designed and implementation of urban air quality improvement plans", gifted with 55.500 euros, and integrated in the Tematic Objective 6.5.2. Integrated actions of rehabilitation of cities, improvement of the urban environment and its environment.



The Town Hall of Almendralejo had been marked as objective, through to Strategy EDUSI, act with reforms in publicly owned urban land to prepare the necessary infrastructures for the development of economic activity within security measures, than maximize the logistic benefit and minimize the risks of environmental contamination.



Its achievement has been achieved thanks to several actions. One of them is the comprehensive rehabilitation of a zone with little accessibility and that has become one of the main links within the urban area. With it, the specific objective of said line of action is met, to carry out integrated actions for the rehabilitation of cities, for the improvement of the urban environment and its environment.

The restructuring of the elements of the square has allowed a reconversion of traffic, giving it more fluency. So the time of passage of vehicles has been reduced, in turn reducing pollution and noise.

In the same way, these objectives of conserving and protecting the environment are met and promote the resource efficiency, preventing many vehicles from entering or continuing to circulate through the urban area, when enabling parking deterrent, from which this good practice has been derived.

### **CONTRIBUTION TO THE RESOLUTION OF A PROBLEM OR WEAKNESS DETECTED IN THE TERRITORIAL SCOPE OF IMPLEMENTATION**

The report of the SIUDS Strategy indicated various weaknesses in relation with the thematic objective to which the line of action of this good practice belongs. Among them are the high levels of noise in the urban area, the existence of historical heritage and cultural interest in the poor state of conservation and little tourist development with low number of overnight stays.

The rehabilitation of Square of Extremadura and this line of action with the construction of a deterrent parking have allowed to minimize these weaknesses, thanks also to the strengths as opportunities offered by Almendralejo and indicated also in the strategy. It is case to be a center of local commercial attraction, the developing an air quality plan and the other urban noise reduction, as well as the tourism development potential and of the rehabilitation of the historical heritage and increasing environmental awareness.

The parking deterrent has reduced noise levels by allowing cars to park in them and not to be continued traveling for urban space. This possibility has facilitated more tourists or visitors of the other towns arrived for enjoy of certain services, as those of hospitality in the zone, promoting these sectors.

Other beneficiary of this parking is the Hotel Acosta Centro (four star), wich principal entrance is located precisely in the Square of Extremadura and at a part of this parking, so given facilities to the customers. In the same way, other catering establishments recognize also benefit of this parking, because some have servicies that only need a zone of parking to costumers park and, soon, take away your orders.



### **HIGH DEGREE OF COVERAGE OF THE POPULATION AT WHICH IT IS DIRECTED**

This line of action has been done giving coverage to all population of Almendralejo, as indicated in the SIUDS strategy. The beneficiaries of good practice are focused in the air quality improvement and, at once, in noise reduction.

Althoug in the strategy indicate of applying the lines of action of this strategic objetiv throughout the urban area, specific locations could be selected for he execution of interventions, such as the construction of this deterrent parking, that constitute one of the actions to be framed in urban air quality improvement plan.

However, the beneficiaries of the operation have been expanded to those initially planned, since visitors to the city, whether they are tourists or residents of other municipalities who come to carry out some management, are also favored by the implementatiton of this parking deterrent.

### **CONSIDERATION OF THE HORIZONTAL CRITERIA OF EQUAL OPPORTUNITIES AND NON DISCRIMINATION, AS WELL AS SOCIAL AND ENVIRONMENTAL RESPONSIBILITY**

In the design of this operation, the principles of equal opportunities between men and women, no discrimination, sustainable development, fight against climate change and mitigation and adaptation to it have been met.

It must also be taken into account that the same equal opportunities has been given to all citizens to can partcipe in the proccess of designe of proyect, applying a public consultation at the time. Thus, the needs and concerns of citizens have been addressed.

In the same way, the horizontal critiries of equal opportunities and non discrimination has been taken in consideration, as well as the critiries of social and environmental responsibility at the time of making the bidding for work, its adjudication and contracting.

The action improvements work and family reconciliation, etc. Too, the accessibility and integration has been promoted thanks to create a single platform and the elimination of architectural barriers. Even some of the spaces in this park-and-ride lot are intended for use by people with disabilities. It should also be noted that a parking lot has been reserved for bus parking, not only the city bus, so that school routes can pick up and drop off children, in addition to municipal service buses.

The simple, egalitarian and non exclusive language have used in the accions of the comunications.

In this way, it is aligned with the renewed commitment to an egalitarian Town Hall that advocates non-discrimination.

In addition, this sistem improves the environmental sostenibility in the zone, beacuse, the new tres and the traffic reorganization have reduced pollution and noise.

## **SYNERGIES WITH OTHERS POLITICS OR INSTRUMENTOS OF PUBLIC INTERVENTION**

This action presents synergies with other strategis of public intervention, as are: the Urban Agenda of Almendralejo, the Cohesive Plan or, even, The Recovery, Transformation and Resilience Plan Next Generation.

The Urban Agenda is the strategic instrument than will contribute to a the transformation of the city and to complement the achievement of the Sustainable Development Goals (SDGs). Almendralejo approved its Urban Agenda on september of 2022, being the first municipality of Extremadura to have it. It stands out that a citizen participation process has been carried out for its elaboration during months with different accions, so the resulting strategy is result of the suggestions of its own neighbors.

The Urban Agenda encompass the economics, social, environmental and urbanistic speheres and pretends to be a tool for city development.

Besides, Almendralejo has the Cohesive Plan that for its execution it has been received a grant of one million euros of Badajoz Pronvincial Council. In this plan, divers actions are taking place, among which stands out starting of "Pretty Almendralejo" proyect, that is also actions proposed by the neighbors in a period of citizen participation.

Finally, Almendralejo has received a grant of 192.000 euros of Eurorpean funds Next Generation, for to do actions to promote local commerce, and be waiting of the oficial resolution of the others. The actions to do are: customer loyalty, social media management and online marketing, marketplace, plastic reduction and elimination, signlaing, awareness campaigns, wifi zones and works base don the change of flooring Real street. Here, achitectural barriers will eliminate and the lighting will be improved.

This Strategy SIUDS Almendralejo of European Regional Development Fund (ERDF) is complemented by the previous proyect FEDER "Almendralejo Sustainable Investment".





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