

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

Upgrade of Cycle Lane on Camí de la Mar and Constructing of Cycle Lane Av. Constitución

EDUSI L'Alfàs del Pi: Healthy Territory

**Programa Operativo
Plurirregional de España**

Año 2022

Fondo Europeo de Desarrollo Regional

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

UPGRADE OF EXISTING CYCLE LANE ON CAMÍ DE LA MAR AND CONSTRUCTION OF CYCLE LANE ALONG AVENIDA CONSTITUCIÓN

The good practice presented here consists of the construction of a new 750-metre cycle lane along Avenida Constitución and the upgrade of the Camí de la Mar cycle lane (1,300 metres) up to the L'Albir tram stop on Camí de Sarandó. These cycle lanes connect the two main built-up areas of l'Alfàs del Pi: the town centre, or old quarter, with the beach area.



The aim of this action is to improve links between the town centre and Albir Beach and to make cycling safer. As a result, it expands the network of cycle lanes with the creation of new lanes and the upgrade of existing ones.

This action is part of a project that includes the improvement of accessibility to the L'Albir tram stop, on Camí del Sarandó, and the removal of the junction between Camí de la Mar and Avenida Constitución through the construction of a roundabout.

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 trips through town were carried out using motorised transport. The Town Hall Council of l'Alfàs del Pi is working to reverse this situation by promoting the use of alternative methods of transport for private vehicles through actions such as this one.

L'Alfàs del Pi belongs to the Spanish Network of Bike-Friendly Towns and Cities. Hence the interest of the Town Hall council to increase the number of cycle lanes in the municipality and to promote cycling and other active forms of moving around the town among citizens.

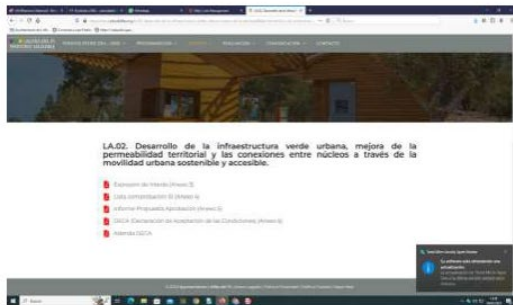
The eligible cost of this action is €635,584.61, 50% of which is co-financed by the European Regional Development Fund through the Multiregional Operational Programme for Spain 2014-20 (MROP). The ERDF's contribution amounts to €317,792.305.

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.

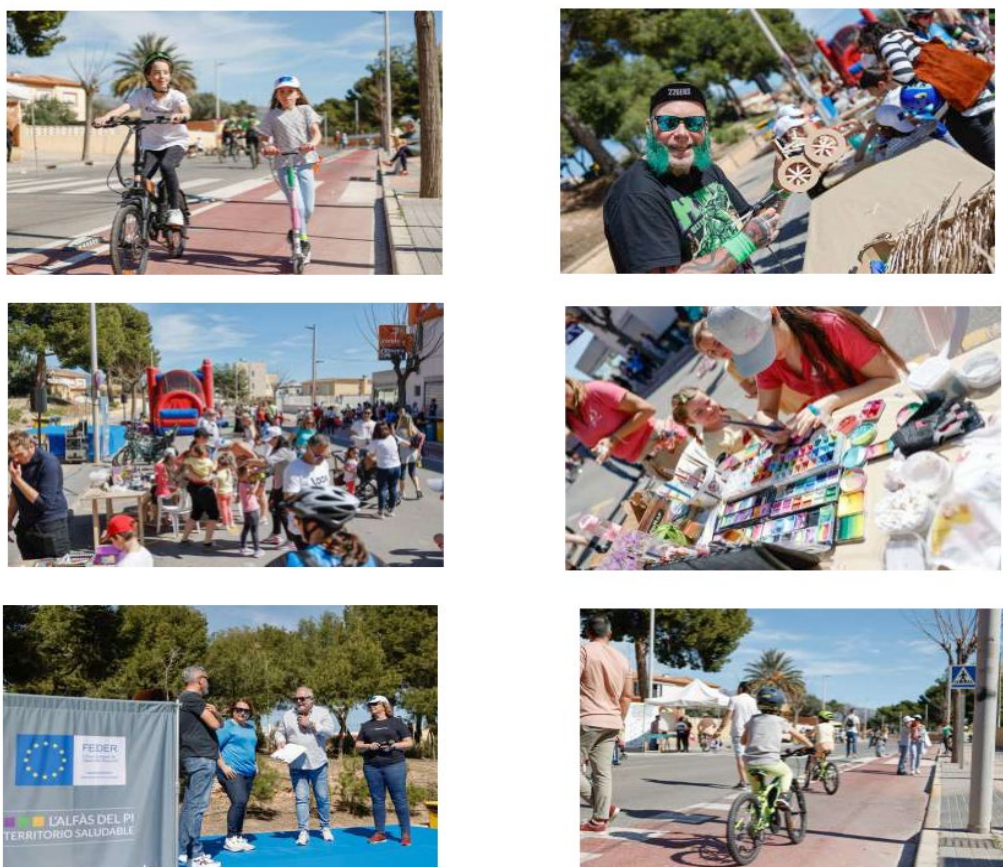
The Communication Office of the Town Council of l'Alfàs del Pi sent out press releases throughout the execution process, which were published by regional and provincial media, both print and digital. More specifically, articles were published in Diario Información de Alicante, Alicante Plaza, Aquí Medios 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).



In addition, 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), Instagram (edusilalfas) and the municipal WhatsApp news channel, which has more than 1,700 subscribers.



As an action that promotes a change in the population's mobility patterns, the Town Council of l'Alfàs del Pi held a Sustainable Mobility Day on Avenida Constitución to raise awareness about the ERDF's role and showcase the new cycle lane. This event, aimed at a family audience, was attended by more than 200 people. Craft workshops and inflatable castles were laid on for children and a selection of electric bicycles and scooters were made available to the public so that they could ride along the new cycle lane. Throughout the event, the ERDF's role in this project and in others currently underway in the town was highlighted.



Merchandising elements (baseball caps, water bottles and reflective armbands) with the emblem and logo of the European Union and reference to the ERDF were distributed during the event. Information panels were also exhibited.



The Town Council of l'Alfàs prepared a video related to this action to highlight the ERDF's role in the project. This video was broadcast four times on the regional television station A Punt, twice in the morning and twice on the weekend at prime time. The video was posted on the municipal YouTube channel of the Town Council of l'Alfàs del Pi, on the Integrated Sustainable Urban Development Strategy of L'Alfàs social media profiles (Facebook and Instagram), on the website www.edusilalfas.org, on the website www.lalfas.es, and via the municipal WhatsApp news channel. Links: <https://www.youtube.com/watch?v=OK4PFqVNPHQ>,



2. The action incorporates innovative elements.

The key innovative element in the area is the creation of a cycle lane network, that is a viable alternative to traveling by motor vehicles, between the two main built-up areas of l'Alfàs (the town centre and the Albir Beach area), thereby favouring the reduction of emissions and improving environmental quality.

The adopted solution efficiently integrates the pedestrian and cyclist itinerary, which conveniently and safely joins both built-up areas and encourages the use of bicycles for urban journeys.

As an innovative element, two traffic cameras and two number plate readers were installed for better mobility management, which makes it possible to analyse vehicle movements, connect traffic in real time and innovate the traffic management system. These new devices were added to the municipal video surveillance network, designed to guarantee the well-being of citizens.



3. Adaptation of the outcomes to the stated aims.

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.

Specifically, the cycle lane network was extended and a cycle lane network was created to connect the two main built-up areas of the town through safe cycle lanes, thereby favouring the transition to a low-carbon economy.

The main objectives of the action were therefore achieved. Thanks to these new cycle lanes, the sustainable low-carbon transport network has been bolstered, generating an impact on the use of active methods of transport by extending cycling routes and itineraries. There has also been a reduction in greenhouse gas emissions (an estimated reduction of 320.76 tonnes of CO₂ per year throughout the operation).

Thanks to this action, the town centre and the beach area are now better connected, meaning that people can make the journey conveniently and safely either by bicycle or on foot. A 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 creation of this cycle lane network solves the connectivity problem that existed between the two main built-up areas of l'Alfàs del Pi: the town centre and the Albir Beach area.

The creation of this cycle lane network, which connects existing cycle lanes with new sections, gives continuity to the cycling and pedestrian routes between these two built-up areas, offering a viable alternative to motor travel and guaranteeing the transit of people between both areas by bicycle or other sustainable methods of transport in safe conditions.



5. High degree of coverage of the target population.

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 only for the town's residents but also for tourists and residents of nearby towns, as it is the main link to the Albir Beach area.

6. Consideration of the cross-cutting criteria of equal opportunity 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 cycle lane is universal, regardless of gender or social status. This guarantees equality and non-discrimination in the use of and access to these cycle lanes.

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 development of the cycle lanes included in this action.

The action proposed as a good practice is also aligned with the European STARS project promoted by the Spanish Traffic Agency, to which the Town Hall 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, overweight and childhood obesity. The Spanish Traffic Agency participated in the Sustainable Mobility Day of l'Alfàs del Pi with the European STARS project.



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.

Another policy which ties in with this connecting action is the Spanish Network of Bike-Friendly Towns and Cities of which l'Alfàs del Pi is a part. This is an association composed of local entities that sets out to create a dynamic between Spanish cities in order to facilitate cycling, make it safer, and develop cycling opportunities, especially in the urban setting.

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 concerning education and underline the commitment of local governments in positioning their city as a driving force behind welfare, harmonious living, prosperity and social cohesion.

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

Fondo Europeo de Desarrollo Regional