

PREPARING THE GROUND FOR THE NEW TRAM IN ALMADA, PORTUGAL



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Problem description

According to the Inventory of Greenhouse Gas Emissions of the Municipality of Almada, the transport sector in Almada accounts for 45% of the total energy consumption and 43% of the total greenhouse gas emissions.

Within the transport sector, road transport is responsible for 95% of the total greenhouse gas emissions. Among the road transport, private cars account for 75% of the CO₂ emissions and buses only for 3%.

The transport plan done by the Municipality shown a 6% yearly increase in the traffic in one of the most important traffic junctions in Almada, which helps to explain the importance of the transport sector in the energy consumption and related emissions. A new tram is being built in Almada. It is, therefore, expected that with the new tram the current modal distribution of the journeys can shift from private cars to more sustainable transport modes. The introduction of this public transport will also benefit the environment, public health and well being of the population, by reducing the noise and air pollution.

Description of the campaign / measure

In Almada, AGENEAL developed a campaign to promote the new tram to a group of municipal workers that are potential users of the tram. Given that the Municipality is developing a policy to promote sustainable transport and, therefore, implement a new culture of urban and regional mobility based on public transport and soft modes, the objectives of the campaign that was developed in Almada were in line with the policy objectives set by the Municipality.

Among others, these objectives consist on the following:

- reduction of energy consumption of the transport sector in Almada
- reduction of the greenhouse gas and pollutant emissions from the transport sector
- reduction of congestion
- an improved public space with less cars in the city centre

Therefore, the campaign should contribute to attain the general objectives of the sustainable transport policy that is being developed and also to help the citizens to achieve awareness of transport options for the daily journeys, namely the new tram.

To evaluate the transport mode, degree of satisfaction, knowledge about the new tram and the intention to change to the new tram, a survey was undertaken to a universe of 390 municipal workers.

The following step of the campaign was the production and dissemination of a dedicated leaflet, based on the results of the survey – following the Tapestry approach – and posters to raise awareness of this

group of people for the benefits of the tram, that was presented as a viable alternative. This leaflet intended to identify the problem (for which they contribute), make people more conscious and aware of its consequences and involve them in the solution. Then a possible solution was presented and people were involved in the global solution, because it also lies on the individual behavior towards transport.

The STEP BY STEP campaign does not end with the completion of the SAVE project. The Municipality of Almada included the Step-by-Step project in the “Municipality Action Plan for 2005”.

Who is the driving force behind it? Who is the beneficiary?

The campaign initiator is the local energy agency, AGENEAL. However, the Municipality of Almada plays a crucial role in the definition of the campaign objectives and strongly supports the project, due to its great commitment in providing the city with a new sustainable transport mode, such as the new tram, and car restriction measures, such as parking restraint and new pedestrian areas. The target group of this campaign is a group of municipal workers that are potential users of the tram.

Main slogan / statement

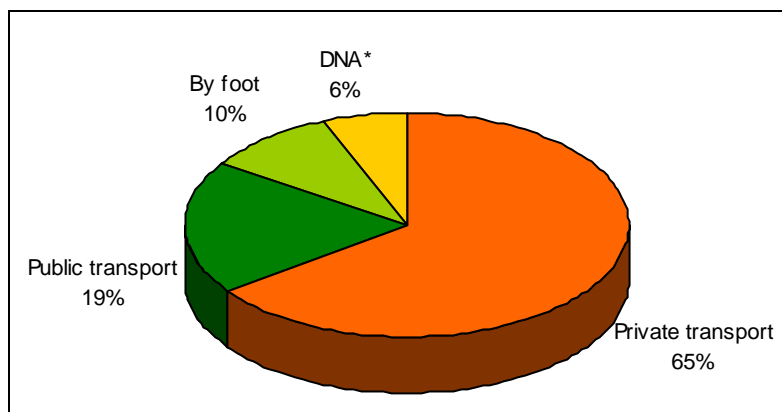
The change of behaviour of those who use private transport to travel to work will bring an improved quality of life to those who live in Almada. Step-by-step, everybody can contribute for a better planet!

Results

A survey was carried out to a group of 390 municipal workers of two different buildings: Technical Services Building and Water and Sewage Management Company. These workers are potential users of the tram, due to their location in the near vicinity of a tram stop.

One of the results of the survey was the current mobility standards of these municipal workers:

- Private transport - 65%



*DNA – Did not answer

Figure 1: Current mobility patterns of the inquired workers



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According to the results of the survey, the car is privileged for the flexibility and comfort that it provides to its users.

Transport combinations were not popular among the workers. They prefer a direct transport to their work place (bus, car, or foot).

The evaluation of the current public transports was negative. This evaluation is independent from the transport mode used by the workers, though the worst perception is from those that do not use public transport. According to the results, the factors regarding public transport that should be improved are:

- Price
- Lack of attention/kindness of the staff
- Comfort
- Reliability

About 45% of the drivers are willing to start using public transports if these conditions exist:

- Transport mode faster, reliable and punctual
- Direct transport mode and better connections

If the tram started operating today, 30% of all workers would change their current transport mode to the tram. Among these, 56% of the drivers declared their willingness to change to the tram.

The information and promotional materials produced include: a leaflet, to raise awareness for the benefits of the tram, and posters to be placed in the two buildings participating in the campaign. The posters have similar information to the leaflets, but are more attractive and work as a reminder.

Opportunities / barriers

Opportunities / Factors of influence

- New image of public transport, improvement of the current perception of public transport
- Comparison to other European cities
- Personal contact helps in the stabilisation of the mode of transportation change
- Permanent feedback from the users should be attainable

Possible barriers

- Tram stops far from the workers residence
- Personal habits



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Steps for implementation – Frequently asked questions

- Set up the programme and schedule
- Find partners for the campaign
- Carry out initial survey
- Select group of participants in the campaign
- Carry out the campaign
- Evaluate the campaign
- Disseminate/publish the results

Time of implementation and Frequently asked questions

8 months.

Information

You can get more information in Portuguese and English from:

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Cost / Benefits

The costs of this campaign were around €15 000,00 (include the costs of the survey, the graphic conception and production of the information materials). The campaign involved the allocation of 7 person month.

Link and or article for more information

More information can be obtained from the final report of the STEP BY STEP project which can be downloaded from the projects website: www.eu-stepbystep.org