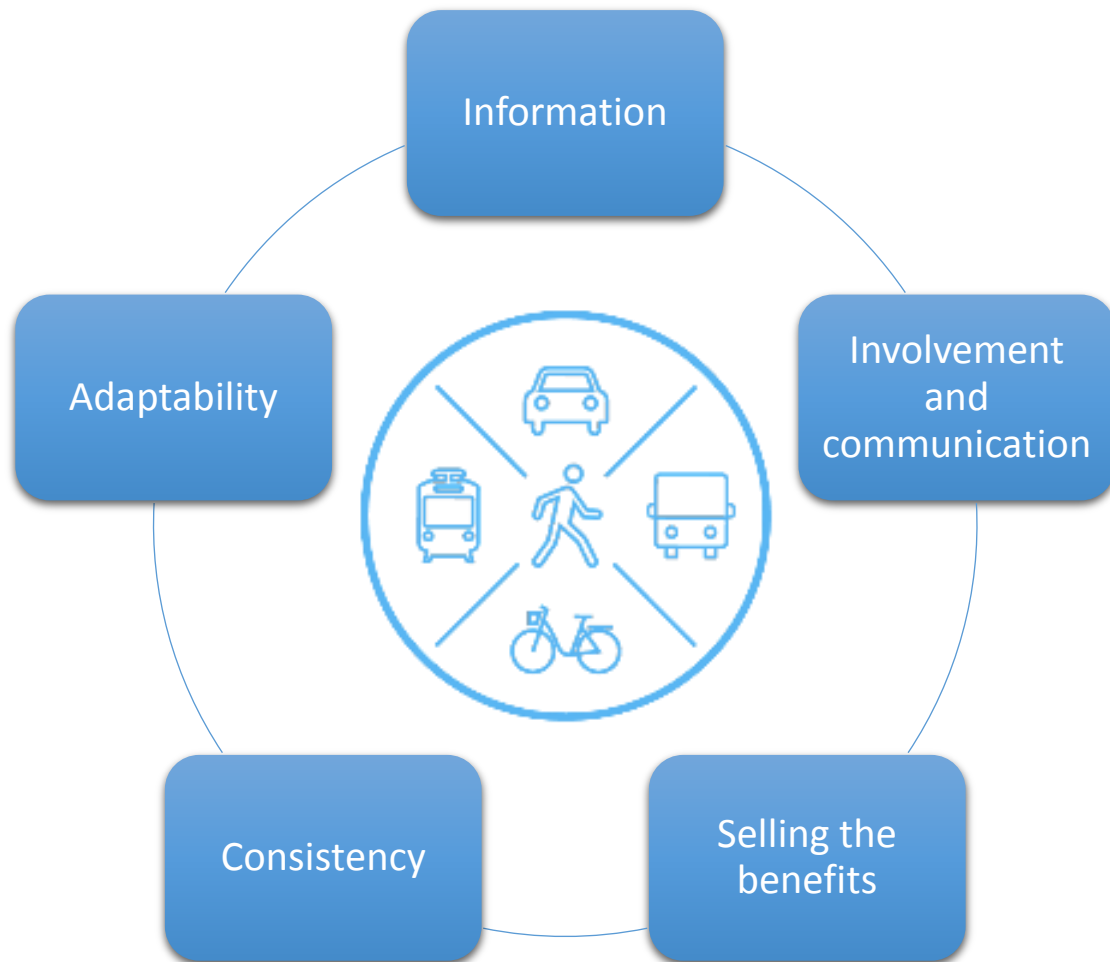


ENGAGEMENT FOR SUSTAINABLE URBAN MOBILITY IN THE MUNICIPALITY OF LOURES

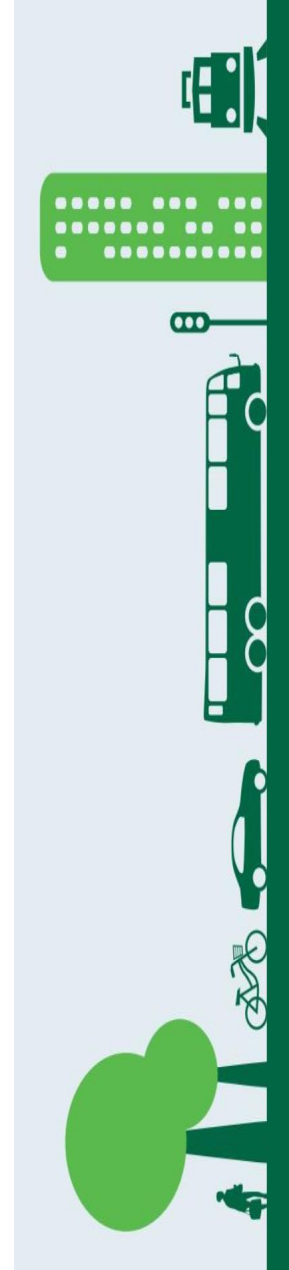
Ana Catarina Sabino

Loures Municipality



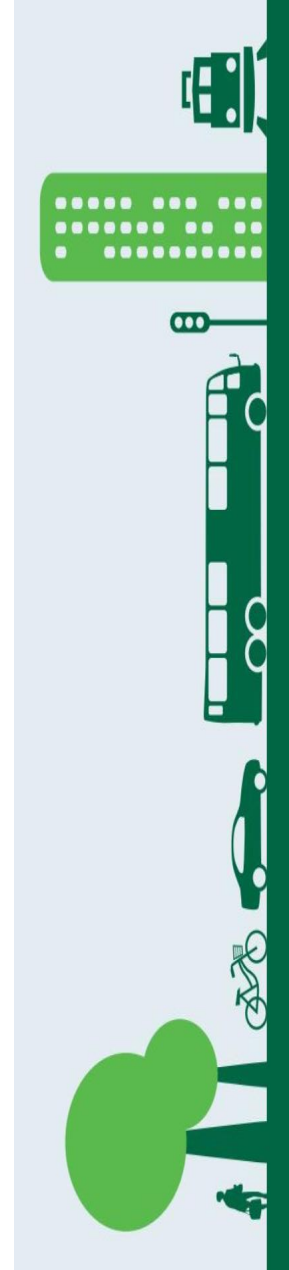
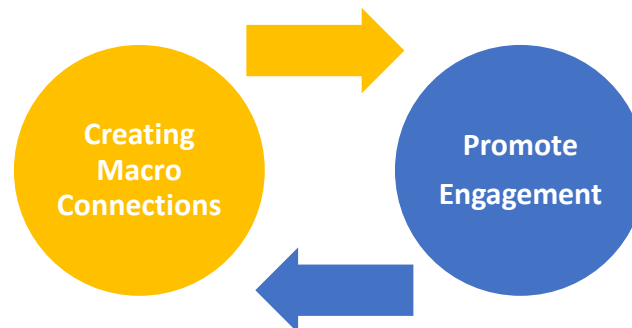
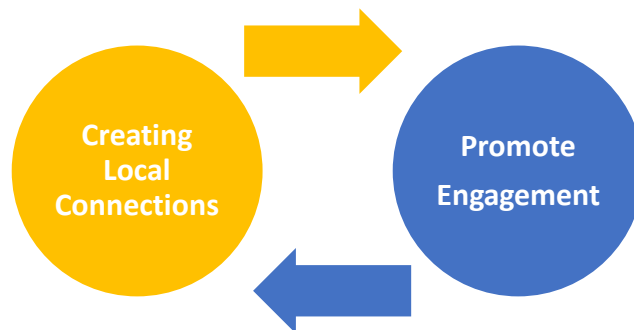


**How to promote
engagement?**

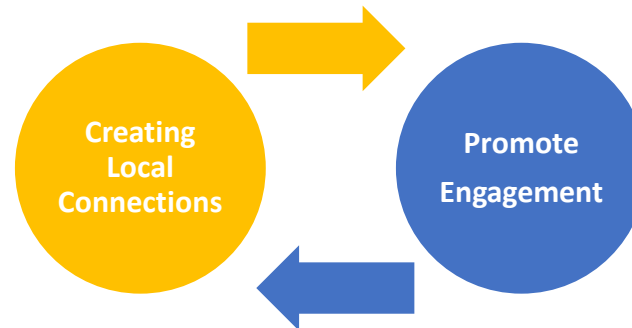




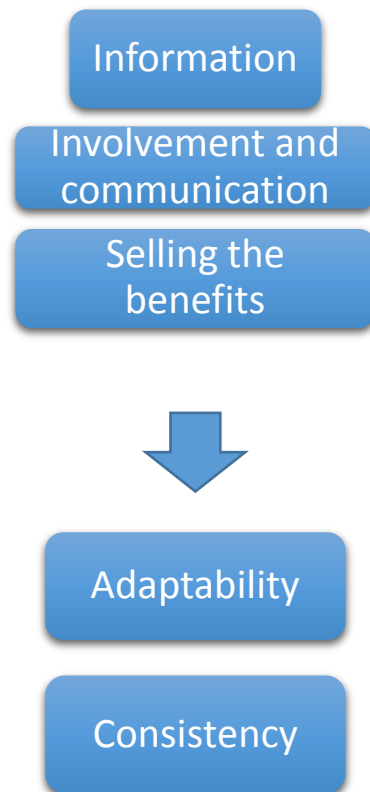
**It is possible to promote
engagement on different levels**



Local vision



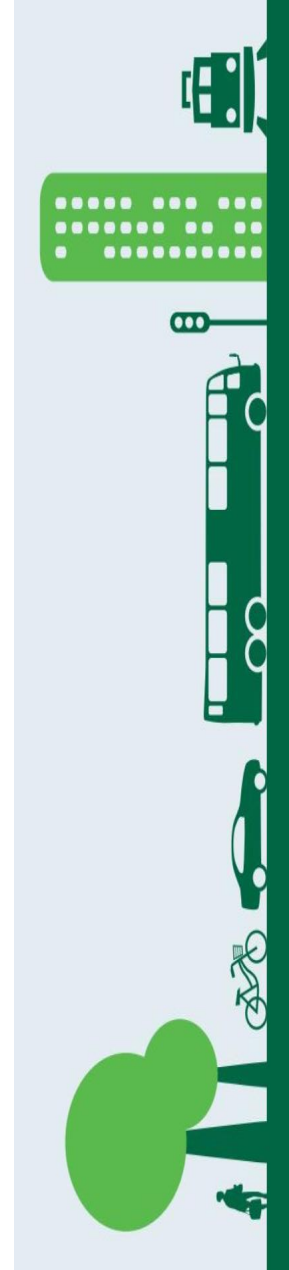
Bottom - Up methodology



Change the paradigm – Locals need to see mobility as an added value activity and not as a demand – this can be triggered by small scale interventions



When this happens, locals start to give more value to the territory and making wiser options in order to enjoy the time spent moving from one point to the other. As an example, in Moscavide (pilot area from Loures - REMEDIO), locals started to walking on pilot area instead of using the car for small trips.



What was done during REMEDIO to engage?



Meetings with responsible
for the local commerce

Information and
awareness about the
benefits of the project
directed to the locals

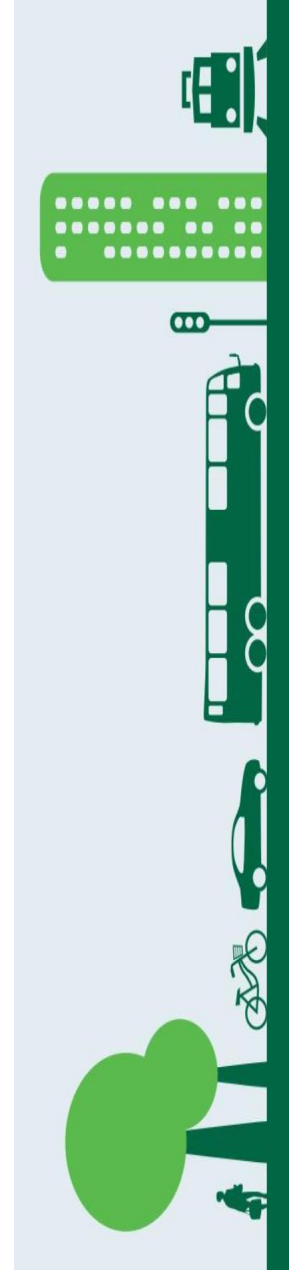


Street
Requalification

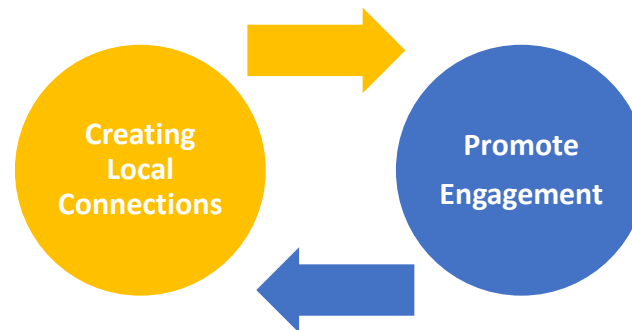
Street panel – will give
info and connect the
municipality with the
locals

Creating
Local
Connections

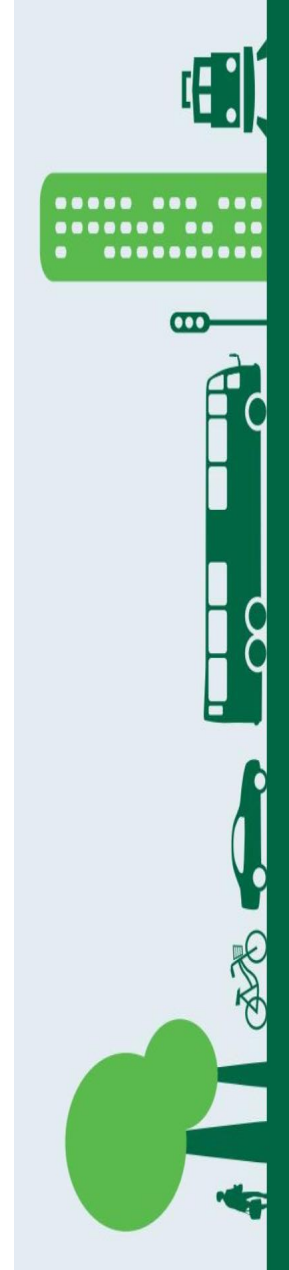
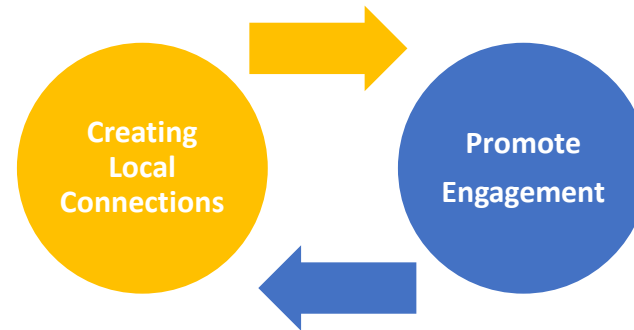
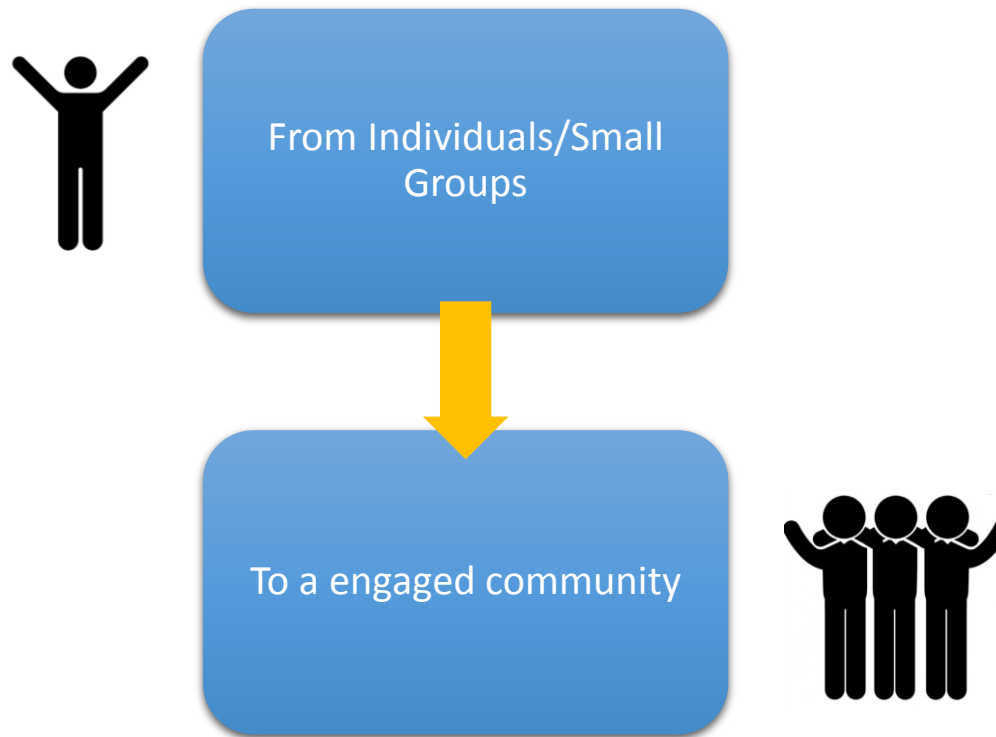
Promote
Engagement



Local vision



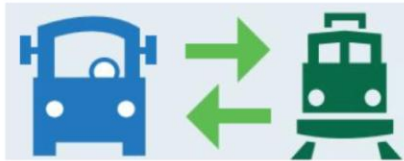
What was done during REMEDIO to engage?



What are we doing in Loures to create local connections?



Bike Lanes



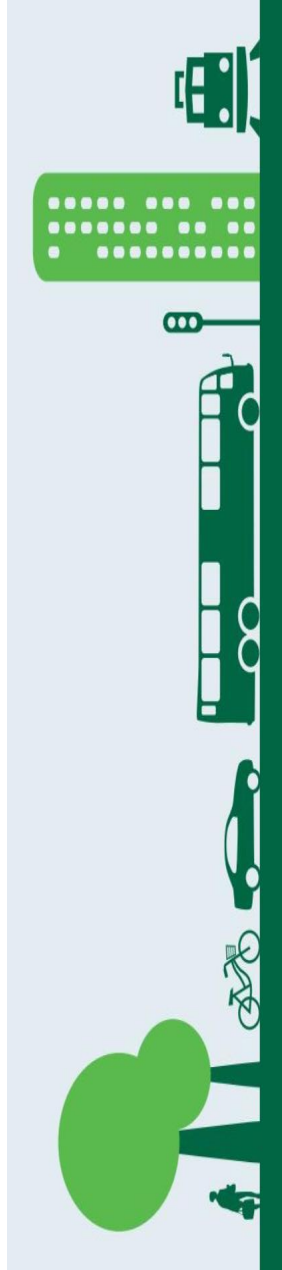
Connections between
different types of
public transport



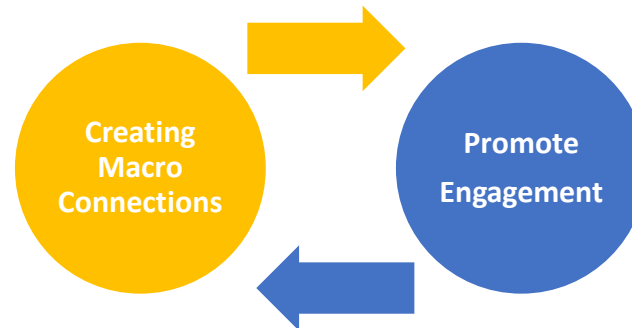
Share info about
different types of
options for mobility

Creating Local
Connections

Promote
Engagement



Macro vision



Top-down methodology

Adaptability

Consistency



Information

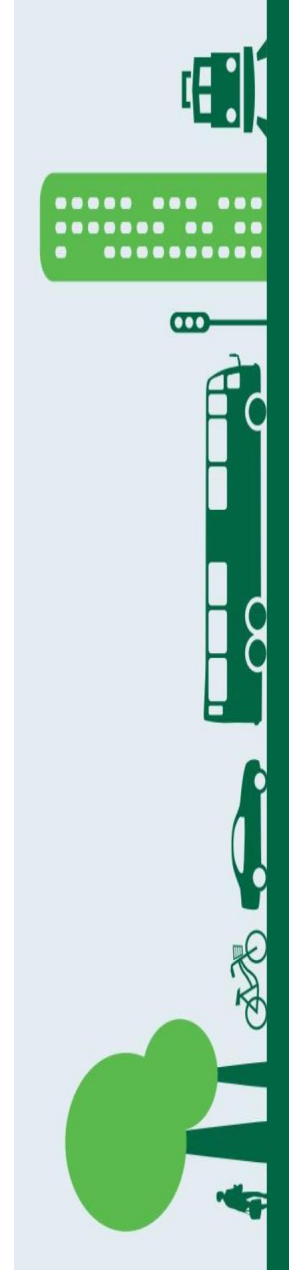
Involvement and communication

Selling the benefits

Join different stakeholders and interested parts to perform an action that brings adaptability and consistency to sustainable mobility among a larger area



Locals will see the benefits of the actions/changes, making wiser choices and adding value among a larger area.



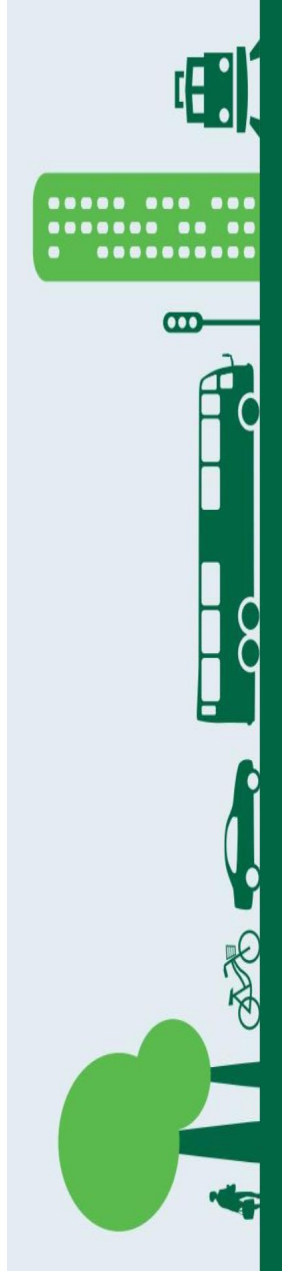
What was done in Loures to create Macro connections?



Lisbon's Metropolitan Area in collaboration with all the Municipalities (that includes Loures) created a transportation card that can be used in all types of public transports (even if they are from different companies) among all metropolitan area.

Creating Macro
Connections

Promote
Engagement





- Unique price (30€ for one municipality/40€ for all)
- From 770 to 70 modalities (modalities with less cost were kept)
- Social benefits (for larger families, seniors, students and kids)
- 35000 new cards were requested on the month of implementation
- 28% more subscriptions bought on the month of implementation
- REMEDIO pilot area is covered by Navegante



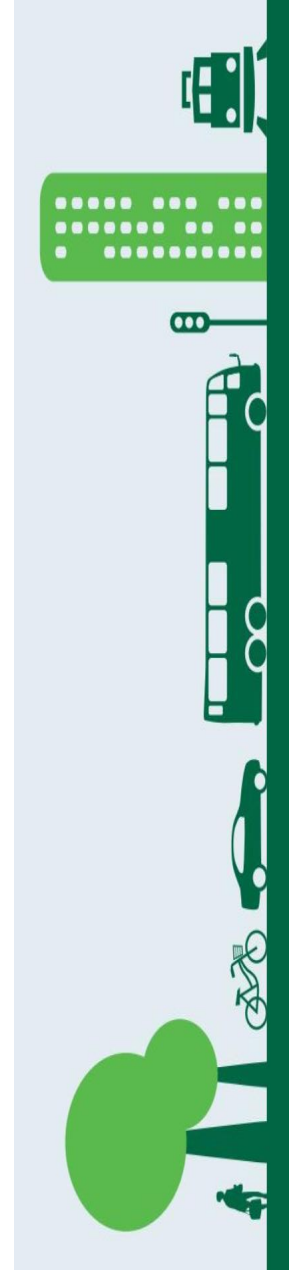
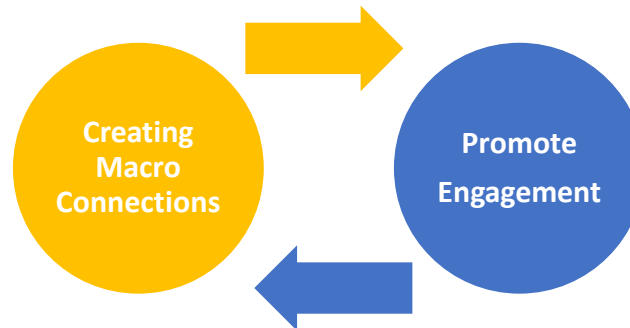
What was done during the implementation of Navegante to engage?



From a huge stakeholder's engagement and a macro solution

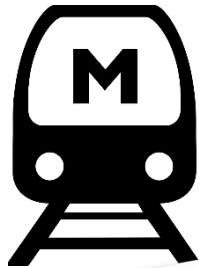


To an individual benefit

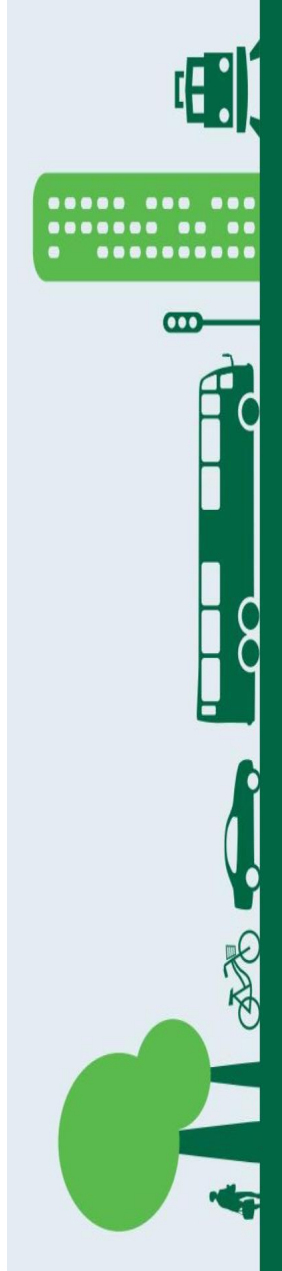


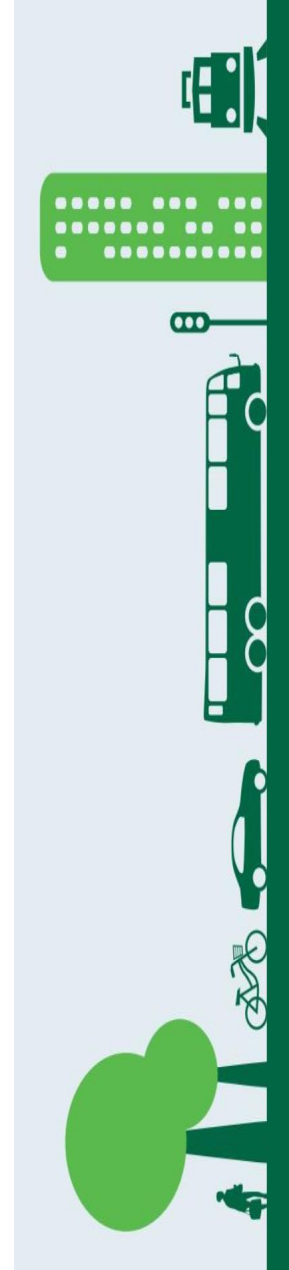
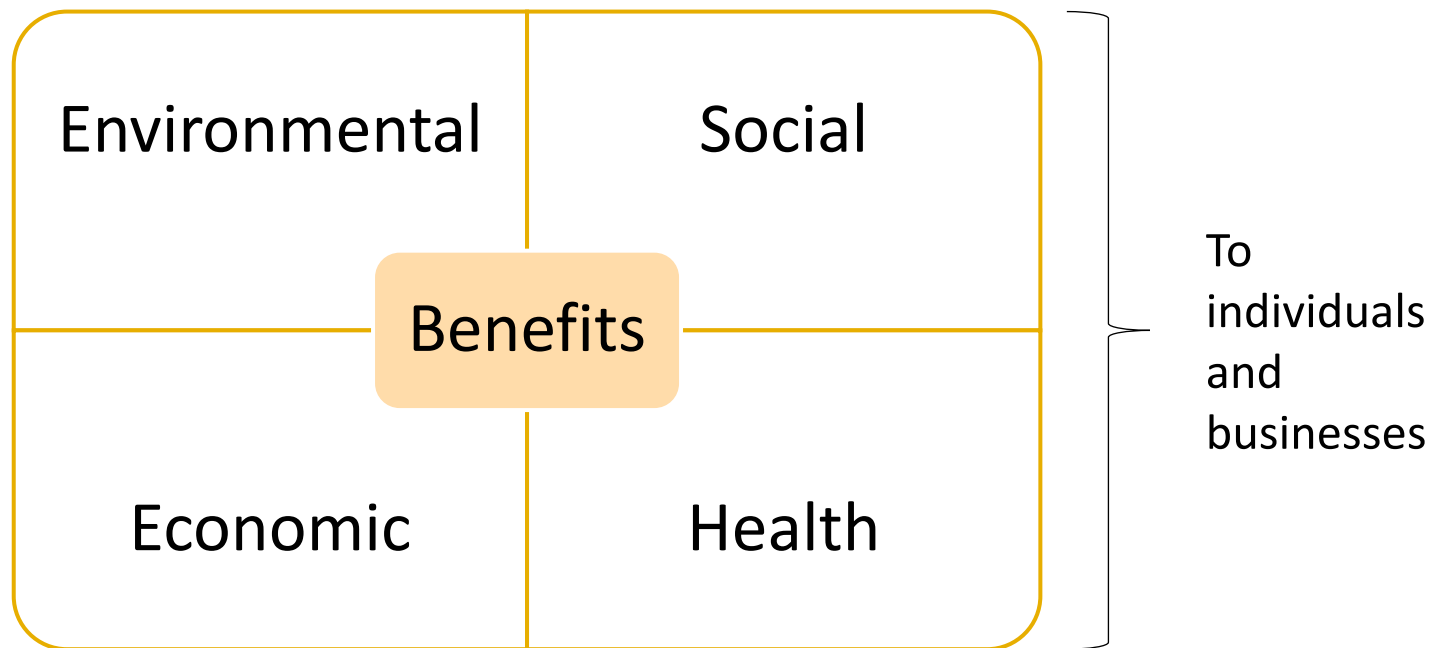
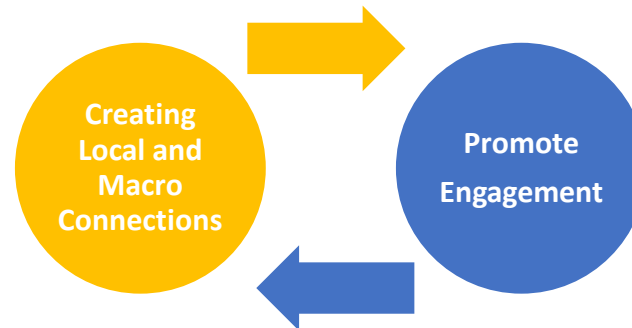
And now, what are the next steps?

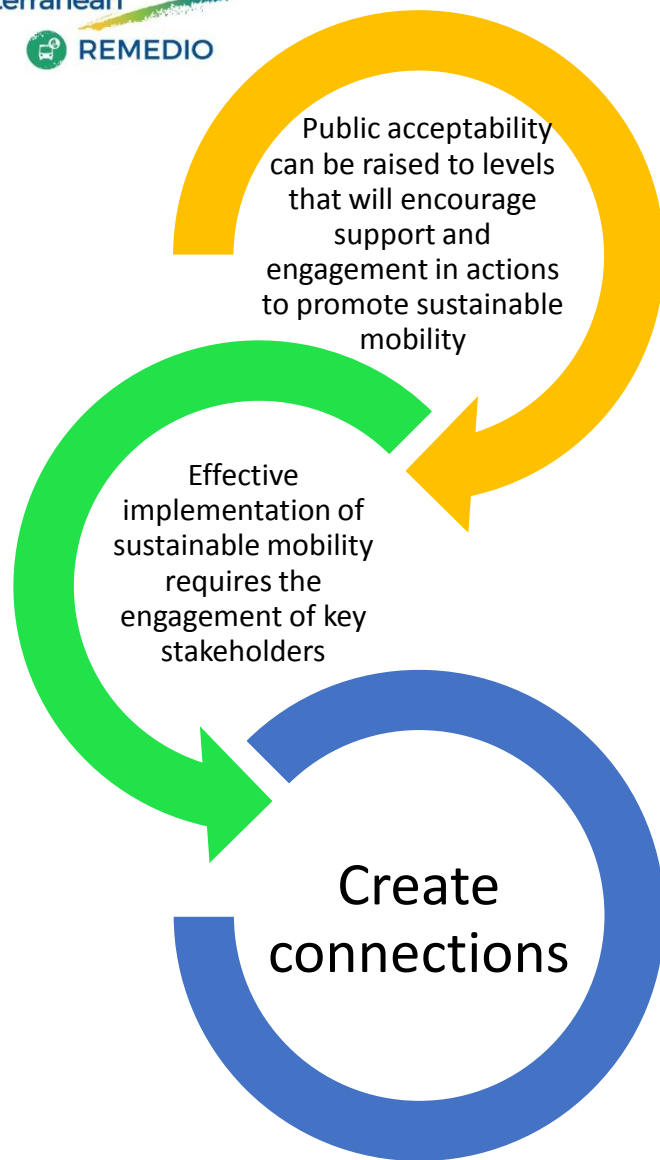
Loures is now working to create better connections inside his own territory and with the frontier municipalities



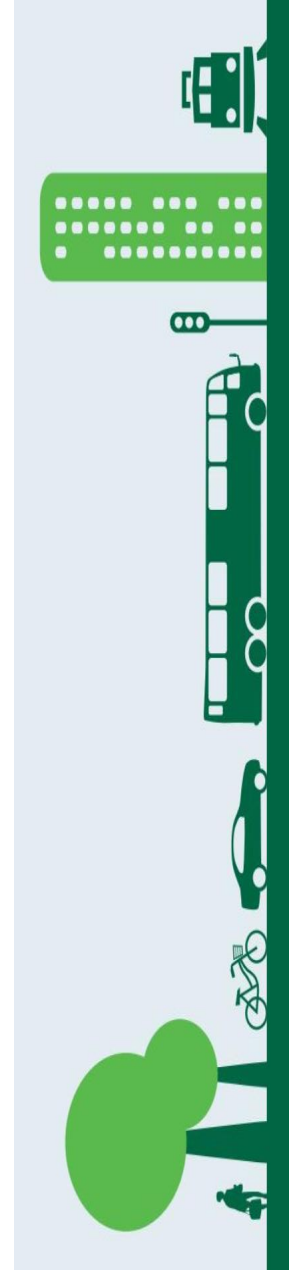
With this action Loures will engage more locals to join Navegante, because the service will improve







Lessons learned from REMEDIO



Questions?

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ana_casabino@cm-loures.pt



LOURES
câmara MUNICIPAL

