

AVEIRO. ACTIVE ACCESS ACTIVITIES IN AVEIRO, PORTUGAL



International seminar – the ‘a cidade a pé’

In March 2010, Aveiro held an International seminar entitled ‘A cidade a pé’ (The city on foot) at which the benefits of walking for the urban vitality of a city were presented alongside information on the Active Access project and international best practice. The seminar was attended by 130 people including the Portuguese Secretary of State for Transport, as well as local authority technicians, university staff, students and shopkeepers. As a result of the seminar several news items on the importance of walking were published in the local and national press.

Walking and cycling to restaurants and shops

Following a walking audit conducted with local politicians, shopkeepers and journalists a walking map is being produced which will include information on local shops, public transport, parking and walking routes. A themed website is also being set up to include a wiki map where people can comment and rate streets regarding their walkability.

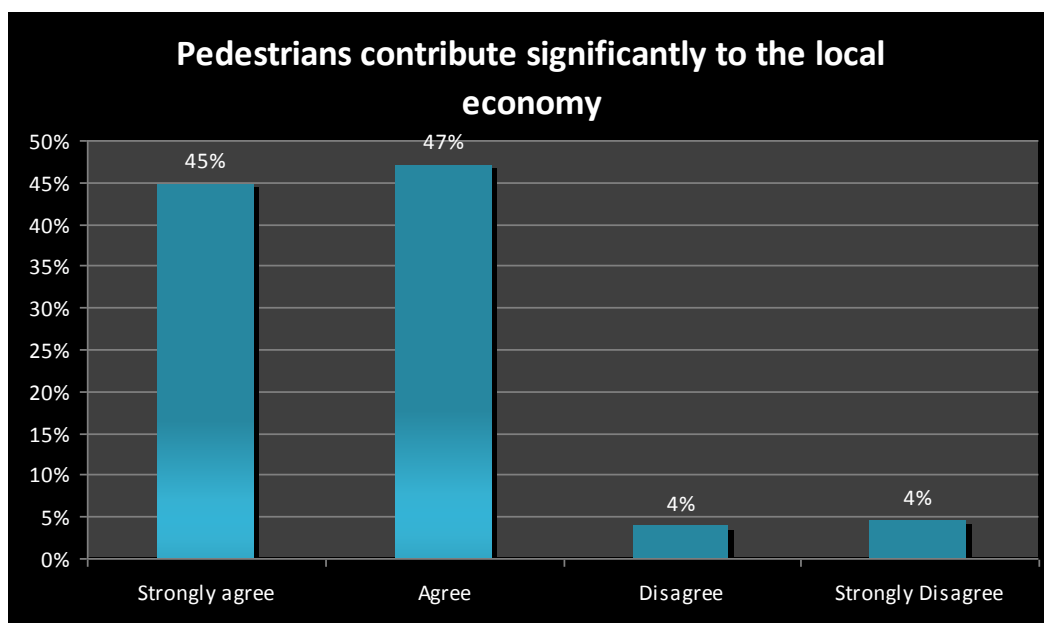
Promotion of park and walk

There are currently 3 off-street car parks and some on-street parking metres within 5 minutes of the historic area in the centre of Aveiro. Despite this, these car parks are often empty at night, but cars continue to be illegally parked on the narrow streets of the historic centre. Negotiations are currently underway with the shopkeepers association and car-parking owner regarding a discount for shoppers who paid their parking, thereby encouraging the use of these car parks and also encouraging walking within the city centre.

BASELINE SITUATION

The baseline situation was ascertained through on-street surveys completed on 2 dates in October 2010. In total 270 questionnaires were completed. The key findings were:

- People state that the municipality should do more to encourage walking
- The role of pedestrians in increasing the attractiveness of the city and for improving the local economy has been realised
- People opt for a restricted car policy in city centre
- Promotion of walking / cycling should be targeted especially to young people and children although safety is assessed with low rates
- There is overwhelming agreement for speed reduction
- Paid parking as an option receives only 64% agreement compared with an enforcement of illegally parked cars, which has an agreement of 94%!



STAKEHOLDERS INVOLVED

The following stakeholders have been involved in Active Access, in Aveiro, to date:

Stakeholder	Role
<i>C.M.Aveiro</i> (Council - Local Authority)	Mayor, Vice-mayor – presence in meetings, street actions and press conferences. Counsellor Ana Neves was in Den Haag (Walk21).
<i>Junta de Freguesia</i> (Parrish)	President present in meetings and street actions.
<i>AGIR</i> – Agency for the development of the Centre Town	Developing Directional Pedestrian Information for Shops and Tourism in centre.
<i>ACA</i> – Shopkeepers Association	Partner in Walking Map and Parking and Shopping agreement.
<i>Associação de Bares da Beira-Mar</i> (Restaurants and bars association)	Meetings, collaboration in concept plan, dissemination, general participation channel for shopkeepers.
University of Aveiro	Planning and Environment Departments - disseminating
Welcome Centre	Municipality Tourism Office – providing information disseminating map
Parks Owners and operators	All the Parking Equipment's in centre town were involved
<i>EPA</i> – Professional School of Aveiro	Questionnaires interviews and treatment; Graphic Design and Street Performances; Video takes

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