

Sustainable Destination Award Good Practice Story

Soft Mobility in Cascais

Cascais Municipality as well as most of the densely populated municipalities, show challenges in terms of mobility. In Cascais, the interior population of the council could not move to the urban centre of the various parishes, and the options to do so were scarce. To think of urban mobility is to think of people, to make people's daily lives more comfortable, and to make them reach their destination in an easier, faster and cheaper way. This is to provide a set of offers that will allow people to choose the means of transportation they want to use for their travels. By using biCas and public transport we are contributing to the reduction of CO2 emissions. The destination established in 2016 the MobiCascais project, which combines a single integrated system of buses, trains, bicycles and parking areas available for all who live, work or visit the county. This system aimed to ensure local management of public passenger transport in the municipality, contributing to the reduction of individual transport and improvement of public and smooth mobility. The management of this project was granted to Cascais Próxima, EM, SA with competences to develop and manage the MobiCascais system through the integrated exploration of the car parks, the public parking areas, the rental of shared bicycles and public passenger transports. This mobility strategy has made life simple and pleasant for the approximately 210,000 residents and the tourists who visit Cascais every year. It favours users and environment, ensuring system consistency and sustainability processes. CEiiA, partner of MobiCascais for the implementation of the system, says that, together, all companies that use their services avoided the emission of about 2,880 tons of CO2 into the atmosphere, equivalent to 9,600,000 bus trips. The strategy for mobility carried out by the Cascais Municipality is based on sustainability, resulting in an action plan for sustainable urban mobility where components presented correspond to a continuous strategic planning work of the municipality