

Annex 1

List of proposals by project





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Previous considerations:

In regard to the numeration of proposed projects and the ordination of proposals is needed to mention that does not match, what might lead to misleading. Different numeration is due to numeration of the projects (PX) obeys to the appearing order within the planification process DAFO-CAME, whereas the priority has been obtained afterwards by the explained means in the main document.

Therefore the present document shows the 20 motor projects ordered by such priority as can be seen in the following equivalence table. The nomenclature of the projects of this annex follows the proposal of the column "new nomenclature":

Proposal	Priorization	Score	New nomenclature
P1	1	36,29	Project 1
Р3	2	35,36	Project 2
P14	3	33,90	Project 3
P10	4	31,48	Project 4
P9	5	31,26	Project 5
P2	6	30,13	Project 6
P12	7	27,29	Project 7
P11	8	23,24	Project 8
P17	9	21,31	Project 9
P4	10	20,85	Project 10
P15	11	19,55	Project 11
P6	12	18,06	Project 12
P20	13	17,17	Project 13
P16	14	15,34	Project 14
P18	15	12,84	Project 15
P8	16	12,55	Project 16
Р7	17	11,91	Project 17
P5	18	8,80	Project 18
P13	19	7,04	Project 19
P19	20	5,93	Proyecto 20





Project 1: Progressive implementation plan for the electronic administration and modernization of administration. Review of administrative processes and analysis of communication systems with the citizenship by promoting technological means and a simple usability based on the experience of administered (Before P1).

Justification: Project 1 has been the most valued in the citizen process of participation, showing a public awareness and concern about the potential of electronic administration to facilitate communication between administration and administered. In this way, with the implementation of this and its different measures is carried out a firm commitment to the digitalization of the public administration to optimize competitiveness and improve the daily relationship with citizenship.

- 1.1. Implement transparency portal, with among other sections, reports half-yearly statements on the state of the debt, statement of budgets municipal ... (relates to project 6).
- 1.2. Implement the electronic registry for citizenship, agile and without technical difficulties. Attention window.
- 1.3. Implement a catalogue of all procedures on the website of the Town hall.
- 1.4. Conduct an audit of the state of the computer equipment and replace the terminals that are inadequate.
- 1.5. Creation of a subsidy department.
- 1.6. Buy tablets for plenums and commissions and implementation of a schematic system of coordination between departments and administrations.
- 1.7. Create a specific economic line for the modernization of the public administration.
- 1.8. Develop an indicents app for the citizens, municipal information... (is related to project 8)





1.9.	Implement an intranet system avoiding the lack of communication between different areas.
1.10.	Development and implementation of an Electronic Management Platform at digitalization
1.11	Development and commissioning of the "Open Data Municipal" portal, counting with a specialist in Big Data (it relates to project 8).





Project 2: Implementation of the Equality Plan (Before P3)

Justification: The real equality of opportunities between men and women is one of the main objectives of modern societies. Santa Pola is no stranger to this common feeling and the citizenship has stressed this objective among the priority ones.

2.1. Implement the Santa Pola equality plan (The specific actions are describe the same, the following have been extracted from the plan itself) 2.2. Use images and messages, in institutional advertising, that does not have sexist or stereotyped content 2.3. Change the signage of the institution (symbols, posters, images) in a way that includes women and men and without connotations Stereotyped 2.4. Guarantee in the training plan the preference in the adjudication of places for people who rejoin after permits and leave for care of minors and dependents Monitor the evolution of women and men in the different levels of 2.5. responsibility 2.6. Promote images of professions, functions, of women and men that are not stereotyped in social media and the municipal website(police women, men in social services, women gardeners, men in cleaning service ...)

Conduct training on equality during working hours



2.7.



Project 3: Plan for universal access and accessibility Santa Pola on public roads, transportation, access to municipal facilities and places of interest (Before P14).

Justification: Communications, mobility and accessibility have been shown as one of the most important concerns for Santa Pola's citizenship, in particular, stands out as a strategic element to maintain the competitiveness of the municipality as well as social cohesion between the historical nucleus and Gran Alacant the improvement of the N332 in addition another very important aspect is the elimination of architectural barriers, achieve a more inclusive municipality for people with functional diversity, and finally, take advantage of characteristics of an inclusive municipality to attract new tourists to Santa Pola.

- 3.1. Improve road access to Santa Pola (Eliminate black spots of the N332, increase the load capacity of the CV 865, improve access to Gran Alacant from the N332 ...).
- 3.2. Establish a direct connection by road between Gran Alacant and Santa Pola (relates to project 5).
- 3.3. Municipal accessibility plan "Accessible Municipality Project for All".
- 3.4. Redesign streets and roads: pedestrian crossings, creation of bags of parking near the center, regulation of fords and terraces... (Coordination with the SUMP) (It is related to project 5).
- 3.5. Reurbanize areas with accessibility criteria (related to the project 20).
- 3.6. Improve access to playgrounds in parks. Adapt the games for children with functional diversity (related to the project 7).
- 3.7. Prepare museums and tourist resources to serve people with functional diversity (related to project 7).
- 3.8. UNE 170.001 Universal Accessibility on the beaches





	accessible from Levante and Gran Playa (it is related to project 7).
3.9.	Urban bus that links Santa Pola, Gran Alacant and the airport (it relates to the project 5).
3.10	Creation of spaces in Gran Alacant to develop projects citizens or meeting places.

Project 4: Intelligent management of the sanitation network, waste collection and road cleaning, and installation of sensors at critical points in public roads to inform levels of noise and air pollution (Before P10).

Justification: El medio ambiente y su correcto cuidado constituyen un elemento estratégico para Santa Pola, en especial porque es un elemento imprescindible para el correcto desarrollo de otros proyectos propuestos estratégicos. La ciudadanía percibe deficiencias en los actuales servicios y el proceso de planificación arroja la necesidad de establecer una estrategia de reorientación para preservar el medio ambiente en Santa Pola.

4.1. Intelligent management of sanitation, renewal and sound network 4.2. Intelligent management of parks and gardens. 4.3. Training and awareness campaign with schoolchildren 4.4. Campaign of environmental awareness to the general public. Expand Ecoparc schedules. 4.5. Study of the location of the clean points and optimize their distribution for 4.6. the municipality. 4.7. Create a control panel and install sensors at key points to control the parameters of air quality and water





4.8.	Promote recycling.
4.9.	Selective collection of biological waste.
4.10	Strengthen and update the RSU collection system.





Project 5: Sustainable Urban Mobility Plan (Before P9).

Justification: Mobility is a strategic sector for all cities. In the public roads of Santa Pola coexist vehicles, bicycles, pedestrians, ... whose presence it is necessary to order to achieve that the elements of mobility can offer a high level of service citizenship and at the same time reduce the impact on environment.

5.1.	Draft the Sustainable Urban Mobility Plan (SUMP).
5.2.	Create bike lanes all along the coastline and connect the main ones tourist spots, shopping areas, green areas, cultural and educational spaces.
5.3.	Promote the presence of carsharing companies, enabling their own spaces for parking.
5.4.	Adhesion to the network of cities by bicycle.
5.5.	Geographical information system on occupations of public roads and other elements related to mobility.
5.6.	Expand the network of bike lanes.
5.7.	School Paths Project.
5.8.	Project bikes in the city





Project 6: citizen participation plan (Before P2).

Justification: The new ways of governing start from a continuous approach between rulers and the governed, for this it is necessary to articulate mechanisms of approach that are capable of transmitting the feeling of society from below to above. In the planning process, citizens have expressed the need to keep the actions that are being carried out, but also the opportunity to be ambitious and get a society more involved in the local government of the city.

6.1.	Enable a web tool on the page to perform probes, surveys and participation (It is related to project 1).
6.2.	Increase the percentage allocated to participation to 2%.
6.3.	Participatory municipal budgets.
6.4.	Consolidate local councils, implement new sectorial councils (Companies, trade, sports,) and create a coordination table and management of citizens' proposals.
6.5.	Develop training in citizen participation (related to the project 9).
6.6.	Conducting satisfaction surveys on urban, natural and accessible (relates to project 16).
6.7.	Create the citizen service, to have a contact Direct City Hall-Citizenship (relates to project 1).
6.8.	Centralize all procedures on the ground floor of City Hall, specifically in the Registration Department. Provide the registry of necessary equipment to perform its functions (it is related to the project 1).
6.9.	Enable computer processing posts for the general population in public centres (It is related to project 1 and project 19).





Project 7: Program for the deseasonalization of the tourism. Value tourism resources patrimonial, historical, cultural, gastronomic, natural...(Before P12)

Justification: Tourism is a key sector in Santa Pola, however the population perceives excessive seasonality and dependence on Sun and Beach tourism, for which is necessary to reorient policies and achieve a diversification of the sector tourist taking advantage of the many opportunities present in Santa Pola.

advantage of the many opportunities present in Santa Pola.		
7.1.	Annual plan of events, prioritizing those that are attractive for the tourism to the locality, have an economic impact and avoid the possible excessive internal spending. Especially events related to sports nautical, fishing or linked to the territory where Santa Pola has competitive advantages throughout the year (Climate, sea,) (it is related with the project 8).	
7.2.	Enhance sport as a diversifying element of tourism, organize seminars and / or related conferences (it is related to project 12).	
7.3.	Project highlighting the cultural and historical heritage of Santa Pola, such as the Portus Illicitanus Deposit, application of the latest technologies and innovation for its promotion (it is related to the project 8).	
7.4.	Sports Facilities Plan to offer club stays origin of cold weather (relates to project 11, project 12 and project 17).	
7.5.	Promotion of the creation of a High Performance Installation linked to the sport of the sea (it is related to project 12).	
7.6.	Plan of Conditioning rural roads for the practice of cycling, hiking, etc and maintenance (relates to project 12).	
7.7.	Improve the amusement park (it is related to project 12).	
7.8.	Promote sports linked to the sea throughout the year (it is related with the project 8).	
7.9.	Create Fair of the Nautical and Fishing Industry of Santa Pola / Fair Gastronomic Peix de Santa Pola (Integra with project 8).	
7.10.	Boosting rides on recreational boats where it is offered fishing product.	





7.11.	Create a cultural-natural product linked to saline extraction (relates to the project 16).
7.12.	Strengthen the "Peix de Santa Pola" brand.
7.13.	Nautical station.
7.14.	To develop activities of tourist dynamism aimed at families all the year (it is related to project 12).
7.15.	Restructure personnel schedules in cultural and sports centers (relates to the project 12).
7.16.	Study of needs to implement new infrastructures for the development of cultural activities (Auditorium).
7.17.	Define products of residential, sanitary tourism and/or linked to elderly people (It is related to project 3).
7.18.	Presence in international fairs about sports, health, gastronomic tourism (It is related to project 8).
7.19.	Study and analysis of Santa Pola tourists (CRM about tourists, geolocalized marketing, Community management).





Project 8: Dissemination of natural resources campaign of Santa Pola: Natural Site of the sierra, geological park of international interest, Ladera del Cabo (Before P11).

Define a joint communication strategy, taking advantage of the press department, and involving local entities and companies. 8.1. Increase its prevalence in the press and social media. Tourism products valuation plan through a City APP (Intelligent Tourist 8.2. Destination Project). (It is related to project 1 and the project 12). Specific advertising campaigns on historical, cultural, archaeological and 8.3. sports tourism (it is related to project 7). Tourist promotion of traditional fishing as a cultural characteristic (relates 8.4. to the project 7). Promotion of tourism linked to water sports (related to the 8.5. project 7). Promote the typical pastry and bakery products under one same brand. 8.6. Create an inventory of natural and heritage resources and their suitability to be tourism products (it is related to project 7 and the project 16). 8.7. 8.8. Promote our geographical position. 8.9. Create / promote brand linked to the territory. Campaign of diffusion of the natural resources of Santa Pola: Paraje Natural 8.10. de la Sierra, geological park of international interest, Ladera del Cabo (it is related to project 16). Declaration of Arrecife as a geological monument (relates to the 8.11. project 7).

Tourist promotion and the brand "FER LA MILLA" (it is related to the





8.12.	project 7).
8.13	Specific promotion of adapted tourist resources (It is related with project 3 and project 7).





Project 9: Prepare a Training Master Plan (Before P17)

Justification: The training deficit has been a recurring theme in the process of citizen participation, also focused from different perspectives either because the training does not fit the productive sectors of Santa Pola, or because companies are not able to create added value due to lack of labour specialized; in addition to other deficits that need the management of the education to face the challenges of the future, allowing the youngest to enter the labour market, as well as the elderly to make use of the new technologies.

9.1.	Training director Plan.
9.2.	Carry out specific courses for 3rd age, self-employed, unemployed, students, etc. so that everyone can benefit from the new technologies (digital literacy) (It is related to project 1).
9.3.	Implement programs to improve linguistic competence in the schools (It is related to project 11).
9.4.	Enable assistance programs for qualified training of disadvantaged groups.
9.5.	Implement training programs in strategic economic sectors Of Santa Pola (Tourist, commercial, fishing). Plan of formative adaptation to the current and future demand of the municipality and the environment (it is related to project 15).
9.6.	Vocational training in the field of sport (relates to the project 7).
9.11.	Plan for the promotion of Professional Certificates.
9.12.	Training center specialized in innovation and competitiveness: naval and fishing (relates to project 15).
9.13.	Project of inclusion and participation of the school community (relates to the project 6).
9.14.	Increase the possibilities of non-formal education aimed at a very broad audience (businessmen, 3rd age).
9.15.	Request Official School of Languages.





Project 10: Supra-municipal coordination table (Alicante-Elche-Santa Pola) and implementation of the Agenda 2030 (Before P4).

Justification: The recent commitment of Spanish institutions to the achievement of sustainable development objectives has led numerous cities to modify their development strategies. Among them Santa Pola is the first that proposes a comprehensive city planning based on the 2030 Agenda.

In this aspect and given the size of the SDGs, it is necessary to establish collaborations with neighbouring populations to assume joint challenges avoid redundancies and take advantage of synergies to achieve sustainable development for the region.

- 9.1. Collaboration agreement Alicante-Elx-Santa Pola *.
- 9.2. Formación sobre la Agenda 2030 (se relaciona con el proyecto 6).
- 9.3. Creation of the table.



^{*} Alicante, Elx and Santa Pola do not conform a region, although there are historical attempts to supra-municipal collaboration among the 3 municipalities.



Project 11: Language and cultural exchange to unite society and create social relationships among all citizens (Before P15).

Justification: The strategy of survival and reorientation resulting from the DAFOCAME analysis points out the need to take advantage of the diverse origin of the citizenship in the municipality to improve the training of people in order to face the challenges of life, and on the other hand to establish stronger social ties.

the municipality to improve the training of people in order to face the challenges of life, and on the other hand to establish stronger social ties.	
11.1.	Implement programs to improve linguistic competence in the schools and open to citizens in general (It is related to the project 9).
11.2.	Enable volunteer programs to exchange linguistic knowledge and / or ICT.
11.3.	Establish collaboration programs with elders to bring the traditional trades to the new generations, especially those linked to fisheries and the typical sectors of Santa Pola (it is related to the project 9).
11.4.	Enable spaces for the coexistence of Spaniards and foreigners (relates to the project 6).
11.5.	Carry out cultural activities in the "mile" that enhance the interrelation between Spaniards and foreigners (it is related to the project 7, project 8 and project 12).





Project 12: Youth leisure program and habits healthy for all ages (Before P6).

Justification: The process of citizen participation has revealed the perception of young people to a lack of activities and leisure alternatives especially, bespoke for them in Santa Pola. To correct this situation, a series of activities are proposed that can benefit the entire population and also reinforce other motive projects of the implementation plan.

plan.	
12.1.	Implantar programas de actividad física en el municipio.
12.2.	Plan of Conditioning rural roads for the practice of cycling, hiking, etc and maintenance (It is related to project 7)
12.3.	Expand the schedules of sports facilities. (Relates to project 7).
12.4.	Promotion of "Make the mile" (It is related to project 7, the project 8 and project 11).
12.5.	Plan to revitalize nightlife of bars, pubs, etc. in downtown area and coastal front, respecting the rest of the neighbors (It is related to the project 7).
12.6.	Citizen awareness for noise reduction in the street.
12.7.	"Storytelling Project" for third age and minors in schools (relates to project 11).
12.8.	Plan for youth night activities (It is related to project 7).
12.9.	Increase in activities in libraries and Casal Jove (It is related to the project 7).
12.10.	Prevention campaigns UPCCA





Project 13: Dissemination of services, advice and courses offered by the ADL (Before P20).

a municipal positioning strategy. From this perspective, citizen participation has highlighted the need to strengthen this body and extend it to all citizens	
13.1.	Communication and dissemination plan of the ADL, supported by the City Council and counting on press resources. Brochure information with the services offered from the ADL
13.2.	Campaign to advertise training offers (It is related to the project 9).
13.3.	Provide resources to the ADL to enhance the European Projects Service and improve the possibilities for national and international European funds.
13.4.	Build up a municipal-business-educational network that encourages labor insertion (it is related to project 14 and project 15).
13.5.	Plan to revitalize nightlife of bars, pubs, etc. in downtown area and coastal front, respecting the rest of the neighbors (It is related to the project 7).
13.6.	Citizen awareness for noise reduction in the street.
13.7.	"Storytelling Project" for third age and minors in schools (relates to project 11).
13.8.	Plan for youth night activities (It is related to project 7).
13.9.	Increase in activities in libraries and Casal Jove (It is related to the project 7).





Project 14: Joint support plan with the Generalitat Valenciana and the agents of the territory for innovation entrepreneurship, economic diversification and employment quality (Before P16).

Justification: The economy of Santa Pola is perceived as not very diversified and very exposed to seasonalization and macroeconomic movements. The analysis SWOT establishes as a survival strategy the need to motivate the business diversification and innovation.

innovation.	
14.1.	Creation of coworking spaces: support and promotion. Station of the innovation (It is related to project 15).
14.2.	Modernization plan for industrial areas (It is related to the project 15).
14.3.	Investment Plan in facilities for training for employment (it is related to the project 9).
14.4.	Support transforming companies that give added value to the activity of fishing.
14.5.	Create a quality product with more sustainable extraction processes.
14.6.	Commercial revitalization plan (related to project 7).
14.7.	Create other gastronomic brands for their patent and commercialization, for example "El Caldero de gallina de Santa Pola".
14.8.	Technical advice for the innovation of the supply and enhancement of the image of the premises, shops and their schedule.
14.9.	Entrepreneurial office in Gran Alacant (related to the project fifteen).
14.10	Preparation of the Santa Pola Innovation Plan.





Proyecto 15: Facilitar la implantación de nuevas empresas (Antes de P18)

employment. SWOT analysis and participation citizens show the need to attract companies and support the creation of new companies with high added value as engines for the creation of quality employment.	
15.1.	Streamline procedures for activity licenses; eliminate administrative barriers for the creation of companies (It is related to project 1 and project 14).
15.2.	Support plan for business innovation that has more qualified human resources and that bring added value. Especially in those sectors that have products from Santa Pola, fish processing, salt, blue economy (It is related to project 9).
15.3.	Plan to encourage the hiring of local companies (km zero) and those with corporate social responsibility strategies (CSR) (relates to project 17).
15.4.	Local Subsidies Plan for companies that extend the periods of hiring beyond the summer seasons (It is related to P12).
15.5.	Fair of the Nautical and Fishing Industry of Santa Pola. (Relates to project 7 and project 8).
15.6.	Elaboration by the Local Administration of a Database, which include the various commercial and industrial activities of the locality, in order to know the services that can be provided to the Administration, by having them grouped by their epigraphs.
15.7.	Update the uses of the fishing pier with industrial spaces.
15.8.	Plan for the promotion of cooperation between local businesses (It is related to project 6).
15.9.	Market study on the stock of commercial premises available for the implementation of new activities aimed at leisure and restoration.
15.10	Hire local companies of historical, cultural, archaeological, sports tourismfor the dynamization of events organized by the Town Hall (It is related to project 7 and project 8).





Project 16: Sierra Management Plan, order the protected coastline and adapt the seafront (Before P8).

Justification: The mountains, the coastal front and the promenade are strategic spaces of Santa Pola whose conservation is essential for the maintenance of quality environmental, as well as for the sustainability of the local economy. It is necessary to establish a strategic planning of these spaces to guarantee the correct use and exploitation.

16.1.	Update the General Plan.
16.2.	Exploitation Plan for protected areas for cultural tourist use and environment in a controlled manner and respecting its loading capacity (relates to project 7).
16.3.	Maritime walk of Santiago Bernabéu-Varadero connected to East Santa Pola and Poniente area (integrates with the project 5).
16.4.	Reforest semi-urban areas.
16.5.	Obtain environmental accreditations that ensure a sustainable fishing.





Project 17: Comprehensive energy saving program in infrastructures and public facilities (Before P7)

employment. SWOT analysis and participation citizens show the need to attract companies and support the creation of new companies with high added value as engines for the creation of quality employment.	
17.1.	Conduct audits to identify energy saving opportunities in Santa Pola (Action Plan for climate and energy, emissions inventory). Apply the corrective measures that are released.
17.2.	Replacement of conventional lighting by more efficient one.
17.3.	Installation of solar panel bank with mobile charging point in Levante beach (It is related to project 19).
17.4.	Carry out a training and awareness campaign to the users of buildings public services in order to make proper use of the facilities of lighting, heating
17.5.	Campaign of good environmental practices for responsible use of environmental resources.
17.6.	Training and awareness campaign with schoolchildren.
17.7.	Campaign of environmental awareness to the general public.
17.10.	Conducting an Evaluation of Risks and Vulnerabilities derived from Climate Change.
17.11.	Installation of sensors in critical points of the public road to inform levels of acoustic and atmospheric pollution.
17.12.	Municipal Renewable Energy Plan.
17.13.	Scorecard for the integral management of energy services for the control of expenses and consumption.
17.14.	Installation of clean electrical and thermal generation equipment for self-





	consumption.
17.15.	Audit and energy rehabilitation of public buildings.

Project 18: Formation of associations (Before P5).

Justification: The associative fabric is an essential element in the organization of civil society, being able to establish positive synergies that result in achievement of the proposed objectives. The associations are capable of generating numerous opportunities to the territory but sometimes they are not capable of develop all its potential. Consequently, it is necessary to develop projects capable of mobilizing individuals to create or participate in associations, and to partnerships to articulate correctly to take advantage of all the opportunities that the administrations offer them.

18.1.	Training related to the creation and management of associations (It relates to the project 6).
18.2.	Dissemination of the registration of associations (It is related to project 6).
18.3.	Establish and expand the budget line for the support of the activities carried out by the associations.





Project 19: Internet connectivity program to guarantee adequate access to all citizens and businesses (Before P13)

Justification: As shown by citizen participation and the process of planning the Internet connection can be either a weakness or an opportunity. Weakness in those places where access is difficult or networks do not have the necessary quality, opportunity for generating business and maintaining the interconnection of citizenship and the competitiveness of companies. Therefore, the proposed projects allow all citizens an adequate connection to Internet.

19.1.	Deploy optical fiber in urban centers (It is related to the project 1, project 4 and project 16).
19.2.	Increase mobile coverage in Gran Alacant (It is related to the project 1).
19.3.	Implement municipal wifi zones (public spaces, points of interest tourist) (It is related to project 1).
19.4.	Enable mobile charging zones at points of cultural and Touristic interest (Powered by renewable energies, it is related to project 17).





Project 20: Santa Pola has a very extensive housing park compared to its population resident. This generates problems of a low occupation of them and a constant deterioration that impacts on the urban scene of the municipality (Before P19)

population: Project 20: Santa Pola has a very extensive housing park compared to its population resident. This generates problems of a low occupation of them and a constant deterioration that impacts on the urban scene of the municipality (Before P19)

Urban regeneration strategy.

20.1.	Urban regeneration strategy.
20.2.	Call for municipal aid for the rehabilitation of housing (energy, accessibility) (It is related to project 17).
20.3.	Creation of own social rent fund.

