



## **Action Plan for the Municipality of Ravenna**



**August 2019**

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**Citation:** Interreg Europe Project InnovaSUMP Action Plan of the Municipality of Ravenna, Italy

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June 2019

## Interreg Europe Programme

Interreg Europe Programme of interregional cooperation helps regional and local governments across Europe to develop and deliver better policy. By creating an environment and opportunities for sharing solutions, the aim is to ensure that government investment, innovation and implementation efforts all lead to integrated and sustainable impact for people and place.

By building on its forerunner, INTERREG IVC (2007-2013), Interreg Europe aims to get maximum return from the EUR 359 million financed by the European Regional Development Fund (ERDF) for 2014-2020.

Solutions exist that can help European regions become the best that they can be. Today, the EU's emphasis is very much on paving the way for regions to realise their full potential – by helping them to capitalise on their innate strengths while tapping into opportunities that offer possibilities for economic, social and environmental progress.

To achieve this goal, Interreg Europe offers opportunities for regional and local public authorities across Europe to share ideas and experience on public policy in practice, therefore improving strategies for their citizens and communities.

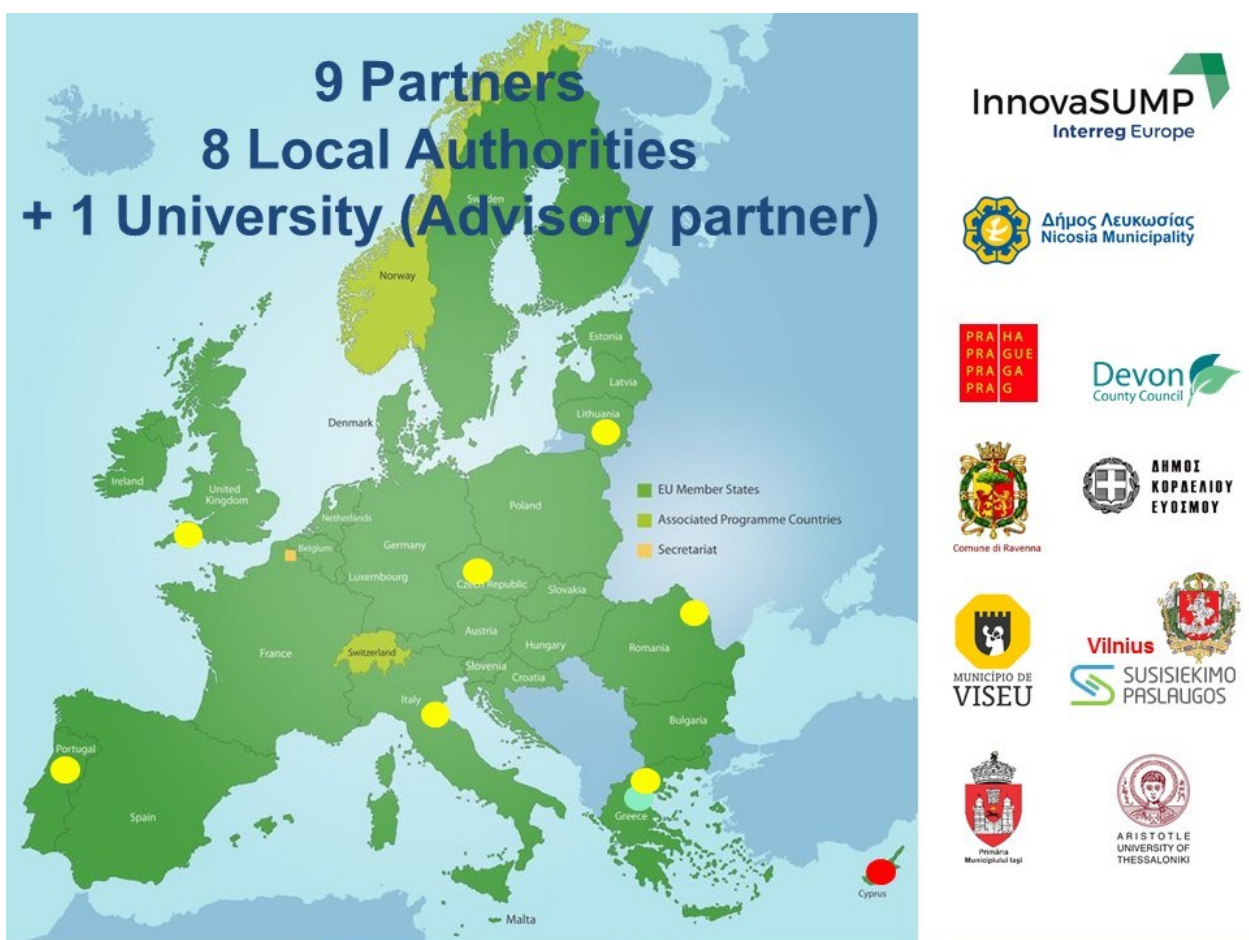
## InnovaSUMP Project

The InnovaSUMP project aims at introducing:

- a) New innovations, enhancements & advances in preparation, elaboration, consultation, adoption, implementation, evaluation & monitoring of Sustainable Urban Mobility Plans (SUMP), based on the EU established methodology, for sustainable low-carbon urban transport & mobility policies & measures promotion, funding, implementation & enhancement.
- b) Policies & measures that promote the use of & investments in sustainable mobility solutions, can be included in SUMP, i.e.: high quality PT systems, alternative/clean fuels, electric vehicles, smart ticketing, urban freight logistics, active modes of cycling & walking, new forms of car ownership & use, access control, congestion charging, fair & efficient pricing, ICT mobile applications, ITS transport telematics infrastructure, FTS/DRT, Intermodality improvements for 'seamless' travel, links with Smart Cities mobility initiatives, etc.; including stakeholder engagement, public participation, consultation procedures, social media applications, policy formulation and adoption by city and transport authorities, polycentric SUMP approach for regional and district authorities.
- c) Policy & institutional implications for advances in implementing & funding innovative sustainable mobility solutions.

- d) Contribution of SUMP process innovations to: urban regeneration, social inclusion, equity considerations, economy, competitiveness, effective PPPs, citizen society empowerment, cohesion, links with the 'Urban Mobility Package 2013', links with SEAP, mid-term review of White paper & Europe2020 targets.
- e) Enhancements to SUMP Methodology: Promotion of low-carbon mobility solutions, Travel behaviour research & potential user response analyses, Integrating pricing & financing measures, Planning for visitors at tourism destinations, SUMP-SEAP-SECAP Integration.

## ***InnovaSUMP Project Partnership***



***InnovaSUMP facilitates the take-up of Sustainable Urban Mobility Plans, with innovations on travel behaviour, pricing and financing, planning for tourism and sustainable energy, towards low-carbon transport solutions***

[www.interregeurope.eu/innovasump](http://www.interregeurope.eu/innovasump)



## Ravenna Mobility Councillor letter of support to the Action Plan



### COMUNE DI RAVENNA

L'Assessore ai Lavori Pubblici, Mobilità,  
Grandi Infrastrutture, Subsidenza e Servizi  
Geologici, Sport

Ravenna, 20/06/2019

**Oggetto: Supporto all'Action Plan del progetto Interreg Europe InnovaSUMP**

Premesso che:

- il Comune di Ravenna, con Delibera di Giunta Comunale n.171859/659 del 10/11/2016 esecutiva dal 12/12/2016 ai sensi di legge, ha aderito al progetto INTERREG EUROPE InnovaSUMP, il cui obiettivo è facilitare l'adozione dei Piani Urbani per la Mobilità Sostenibile (PUMS) innovativi;
- il Piano Urbano della mobilità sostenibile (PUMS), redatto anche con il contributo del progetto InnovaSUMP, è stato adottato con Delibera del Consiglio Comunale n.9 del 29 gennaio 2019;
- l'Application Form del progetto europeo InnovaSUMP prevede che ogni partner rediga un Action Plan contenente azioni di mobilità, derivanti dalla partecipazione al progetto, che saranno implementate e monitorate nella fase B dello stesso, a partire dal 1 luglio 2019;

Visto che

- Le azioni riportate sono pienamente coerenti con i contenuti del PUMS di Ravenna, documento strategico già approvato dal Consiglio Comunale,
- Le azioni, frutto della partecipazione al progetto InnovaSUMP, si inseriscono nel più ampio obiettivo di riduzione delle emissioni di carbonio, a cui mirano sia il Piano d'Azione dell'Energia Sostenibile sia il Piano Urbano della Mobilità Sostenibile,
- Le azioni danno risposta a problematiche di mobilità del territorio e presentano un alto grado di attuabilità nei tempi richiesti dal progetto InnovaSUMP

Io sottoscritto, Roberto Giovanni Fagnani, Assessore alla Mobilità del Comune di Ravenna, recepisco l'Action Plan del progetto InnovaSUMP, impegnandomi a sostenerne la piena attuazione nei tempi previsti dal progetto stesso.

  
Assessore alla Mobilità del Comune di Ravenna  
- Roberto Giovanni Fagnani -



## ***Acknowledgements***

This Action Plan forms a part of the InnovaSUMP interregional cooperation project. It is developed with co-funding support from European Regional Development Fund and made possible by the Interreg Europe programme.

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We are also grateful to the following people for their assistance in the development of this publication:

Mr. Corrado Guerrini, Municipality of Ravenna, Italy

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## Executive Summary

### Introduction

The present Action Plan for the Municipality of Ravenna aims to improve sustainable urban mobility and describes the actions that will be pursued to enhance the Sustainable Urban Mobility Plan of Ravenna, thus contributing to the shift towards a low-carbon economy.

The AP targets the SUMP of the Municipality of Ravenna. The Ravenna SUMP will transpose the strategic objectives, in unique and uniform measures and actions for all cities in Emilia Romagna, defined by the regional level.

Through the present Action Plan (AP), the Ravenna SUMP and its measures will be used by Emilia-Romagna Region to influence its policy instrument, contribute to the indicators set out in the specific priority axis, but also as a pilot to improve SUMP process in other urban areas of the Region. Ultimately and looking long-term, the goal will be to improve the ROP and its future development through policy learning.

### General description of the regional planning documents

When it comes to mobility and transport planning, the Municipality of Ravenna works in close cooperation with the Emilia-Romagna Region and its planning instruments. In fact, Emilia Romagna Region is in charge of setting up several planning instruments aiming to pursue full environmental sustainability in the region before 2030. These plans are relevant for the present Action Plan because they also address mobility and transport, and set guidelines and guidance for each public body in the territory.

These plans are:

- *ROP (POR FESR) - Regional Operational Plan*<sup>1</sup>.

The ERDF ROP 2014-2020 aims to foster growth and competitiveness, in a sustainable, smart and inclusive way. The Programme focuses on six different priority axis. The present action plan is linked to axis 4e: Promotion of low carbon economy.

- *PAIR - Regional Plan for Air Quality 2020*<sup>2</sup>, targeting the main polluting chemicals.

It came into force in April 2017 and sets targets to be reached by 2020 on the main polluting chemical, and specifically, with a 2010 baseline, reduction by 47% for PM<sub>10</sub>, 36% for NO<sub>x</sub>, 27% for ammonia and VOC, and 7% for sulphur dioxide. This should reduce by 63% the population exposed to the PM<sub>10</sub> threshold. PAIR2020 includes 94 measures to improve air quality, including measures on mobility and sustainable management of cities.

- *PER- Regional Energy Plan*<sup>3</sup>, which sets reduction targets for renewable energy, GHG emissions and energy efficiency.

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<sup>1</sup> <https://fesr.regione.emilia-romagna.it/>

<sup>2</sup> <https://ambiente.regione.emilia-romagna.it/it/aria-rumore-elettrosmog/temi/pair2020/documenti-del-piano-approvato/pair-2020-documenti-del-piano-approvato>

<sup>3</sup> <http://energia.regione.emilia-romagna.it/piani-programmi-progetti/programmazione-regionale/piano-energetico-regionale>



It was approved in March 2017 and sets the strategy and the objectives of Emilia-Romagna Region until 2030 regarding themes such as green economy, energy saving and efficiency, transport, renewable energy, research, innovation and training. The main targets are: reduction of GHG emission of 20% by 2020 and 40% by 2030 with a 1990 baseline; increase of 20% by 2020 and 27% by 2030 of renewable energy use for energy consumption; increase of energy efficiency of 20% by 2020 and 27% by 2030. The three sectors targeted by the plan are transport, electricity and thermal energy.

- *PRIT - Regional plan of integrated transport*<sup>4</sup>. It is the main transport planning instrument of Region Emilia-Romagna, which aims to achieve an integrated mobility system, highlighting the key role of collective transport, sustainable mobility, development of technological innovation, and functionally organized traffic. Currently the PRIT 98 (approved in 1999) is in force, but PRIT2025 is under development. Important preliminary documents of PRIT 2025 were approved. Among the targets set by PRIT2025, 20% of journeys made by bike is for sure one of the most ambitious.

### **SUMPs and ROP in Emilia-Romagna Region**

Since 2014, Emilia-Romagna Region has been very active in the promotion of sustainable mobility and particularly in providing support for SUMP development in the Municipalities of the Region.

In 2015, Emilia-Romagna Region allocated, based on the population of the cities involved, 350 000 euros via ROP funds for the municipalities in Emilia-Romagna with more than 50,000 inhabitants. These funding aimed to allow the Municipalities to start their SUMP by approving the “SUMP Municipality Guidelines”, consisting in a set of strategic objectives they were planning on developing. The Municipality of Ravenna has also a longstanding tradition and culture of sustainable mobility, and it has worked with the Region to ensure the local development of the strategic plans described above and the contribution to the targets set by each planning instrument. Ravenna has been the first municipality to approve the SUMP guidelines and has undoubtedly a role as a pilot city and ideas incubator in Emilia-Romagna regarding mobility.

The Municipality of Ravenna approved the guidelines, and in January 2019 the SUMP was formally approved by City Council. The development of the SUMP was made possible also by the InnovaSUMP project. It is important to highlight that, in Italy, the responsibility of developing and adopting a SUMP is demanded to the Municipalities.

The Ravenna's SUMP shares common goals with the ROP FESR (and its Local Transport Plan), such as:

- The renewal of the bus fleet with replacement of vehicles with low environmental and energy impact;
- The requalification and reorganization of public transport (train and road-based) to improve the modal alternative to private vehicles;

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<sup>4</sup> <https://mobilita.regione.emilia-romagna.it/prit-piano-regionale-integrato-dei-trasporti>

- The provision of infrastructure for the improvement of rail-road-bike;
- Modal interchange in the public transport stations and in the mobility attractive points in the cities;
- The completion of the integrated railroad pricing system (I Move), as "regional mobility card" (i.e. for bike and car sharing services, parking, electric charge).

The Ravenna SUMP will be used by Emilia Romagna Region as a pilot to influence / improve SUMP process in other urban areas of the Region and finally improve the ROP through policy learning. The methodology that was employed in the Ravenna SUMP is also interesting for Emilia-Romagna, which could be included as example in the future ROPs and planning documents of the Region.

According to ROP (Axis 4 Promotion of low carbon – Priority 4e) transport planning must shift towards a more sustainable vision of transport. This is strategically and operationally included in the SUMP of the Municipalities in Region Emilia-Romagna. The SUMP transposes the strategic objectives, in unique and uniform measures and actions for all cities in Emilia Romagna, defined by the regional level.

The AP contains the specific measures that will improve the SUMP of Ravenna and, in the long-term, can influence the ROP. Ultimately, the goal is to improve the SUMP and the ROP and its future development through policy learning.

The policy learning that was developed within InnovaSUMP will influence the policy instrument by providing innovative actions related to the main themes of the project:

- Inclusion of travel behaviour research and potential user response analyses for new and emerging systems, technologies, policies and measures
- Planning for visitor mobility at tourism destinations
- Other innovations in SUMP - land use planning

### **Vision, Goals and Actions**

SUMP represents a fundamental element in the vision on sustainable mobility of the Emilia Romagna Region. In fact, SUMP defines the priority strategies to meet the diverse demand for mobility of people and goods in urban and peri-urban areas, with the aim of improving citizens quality of life.

The Action Plan of the Municipality of Ravenna ensures the strong commitment to sustainable urban mobility with low-carbon transport, through the implementation of 3 actions which will enable to improve mobility at local level and provide results at regional scale. This AP will enhance the SUMP of the Municipality of Ravenna and provides improvements to SUMP Methodology through innovation.

The actions set out in the present document are inspired by the interregional learning process and the cooperation that was part of phase 1 of InnovaSUMP. Specifically, the table below highlights

the relation between the described pilot actions and actions and the exchange of experience that was carried out in the first phase (2 years) of the InnovaSUMP project.

*Table 1 Overview of actions and interregional learning process*

Nr.	Action/Pilot Action	InnovaSUMP theme	Relation of the Action with interregional learning
1	Extension of the pedestrian areas in the centre of Ravenna	Other innovation – land use planning	Site visits in Prague and Vilnius
2	Special PT bus line during the summer for tourists	Other innovation – Mobility As A Service	Good Practice “Nicosia's Mini Buses”

### Monitoring process

The AP presented in this document will be monitored regularly every six months by the Municipality of Ravenna according to specific indicators set out in each of the actions (see section 2). Moreover, a periodic report will be written to explain the development of each of the actions.

### Conclusions

The actions set out in this AP have the purpose to improve the planning instrument and target specifically SUMP development. Two actions are envisaged:

- Extension of the pedestrian areas in the centre of Ravenna
- Special PT bus line during the summer for tourists

These actions will contribute locally to the objectives of the SUMP of Ravenna. However, their importance also specifically lies in the possibility to upscale to other areas in Emilia-Romagna Region.

During the 2-years implementation phase, the proposed AP is expected to produce measurable results as highlighted in the monitoring phase. The Municipality of Ravenna will be the main responsible body for its implementation, although it is very important to highlight that a strong focus will also be on participation and regular meetings with stakeholders in each of action are foreseen.

## Action Plan of the Municipality of Ravenna

### General information

*Project:* InnovaSUMP - **Innovations in Sustainable Urban Mobility Plans** for low-carbon urban transport

*Partner organisation(s) concerned:* Project Partner 4 Municipality of Ravenna

*Country:* Italy

*NUTS2 region:* ITH5

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### Policy context

*The Action Plan aims to impact:*

- ☐ Investment for Growth and Jobs programme
- ☐ European Territorial Cooperation programme
- X Other regional development policy instrument

*Name of the policy instrument(s) addressed:* Sustainable Urban Mobility Plan of The Municipality of Ravenna<sup>5</sup>

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<sup>5</sup> <http://www.comune.ra.it/Aree-Tematiche/Ambiente-Territorio-e-Mobilita/Piano-Urbano-Mobilita-Sostenibile/PUMS-Piano-Urbano-della-Mobilita-Sostenibile-documenti-approvati>

# 1 *Details of the envisaged actions*

## Action 1 Extension of pedestrian areas in the centre of Ravenna

### Relevance to the project

Pedestrian areas are important urban projects that aim to regenerate the centre and make it more accessible to the people, so that they can experience it without the danger, the noise and disturbance of cars or other vehicles. Several InnovaSUMP partners (Prague and Vilnius) engaged in promotion of pedestrianization of the urban centre.

In 2015, over half a million people were living in Vilnius. Gediminas Avenue and the Old Town are the main pedestrian zones in Vilnius. Gediminas Avenue is 2 km long the central street of Vilnius, which connects four squares. Also, Gediminas Avenue links the historical city (old town) with Vilnius city centre (the Cathedral Square and the Seimas Palace). Vilnius Old Town is the first Lithuanian cultural heritage site to be recognised globally, having been included in the UNESCO World Heritage List in 1994 for preserving an impressive complex of Gothic, Renaissance, Baroque and classical buildings as well as its medieval layout and natural setting<sup>6</sup>.

Prague is an outstanding example of good modal split with more than two-thirds of travel being made by public transport, bicycle or on foot. They planned for pedestrian mobility in the historical city centre which is also protected by UNESCO.



*Figure 1 Ravenna, Piazza del Popolo and Via Diaz (ph: Nicola Stocchi)*

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<sup>6</sup> Diciunaite-Rauktiene, Gurskiene, Burinskiene, & Maliene. (2018). The Usage and Perception of Pedestrian Zones in Lithuanian Cities: Multiple Criteria and Comparative Analysis. *MDPI*.



Ravenna is also in a similar situation of Vilnius and Prague, because seven out of the eight important UNESCO heritage monuments can also be easily reached by foot and are all located in the city centre: Basilica di San Vitale, Basilica di Sant'Apollinare Nuovo, Battistero degli Ariani, Battistero Neoniano, Cappella Arcivescovile, Mausoleo di Galla Placidia, and Mausoleo di Teodorico. The extension of the pedestrian area in Ravenna will not only ensure safety to tourists and citizens, but also improve the urban environment and liveability in the city centre. Ultimately, this action should lead citizens to change their habits and encourage active mobility.

During the site visits in Prague and Vilnius, it was very interesting to notice the safety that citizens and tourists enjoy in the main streets of the centre. In fact, as these centres have very vast areas that are pedestrian and no cars are allowed to circulate. The idea of opening pedestrian areas may be popular and well known, however the expansion of already existent pedestrian areas can be very challenging. During the site visits, discussion took place on how to ease the process and implement better the expansion of pedestrian areas, and the municipality of Ravenna collected important feedback on how to implement the same. For example, an important point was made for the aspect of involvement and participation of relevant stakeholders in all phases of the action.

Ravenna has included in its SUMP several actions related to the pedestrianisation or access limitation of motorised vehicles.

### Nature of the action

Currently, pedestrian areas in the city centre of Ravenna are limited to the ones highlighted in Figure 2.

This action consists in the enlargement of the pedestrian areas as explained in the table below and figure above. Specifically, the area that is highlighted in the red inside the yellow circle will become completely pedestrian (blue). The main streets which will be covered by this intervention and their extensions are listed in Table 2.

*Table 2 Estimated area of the new pedestrian areas*

Road/Street	Area (sq m)
Via Diaz	2410
Vicolo Ariani	1090
Via Antica Zecca	460
<b>Total</b>	<b>3960</b>

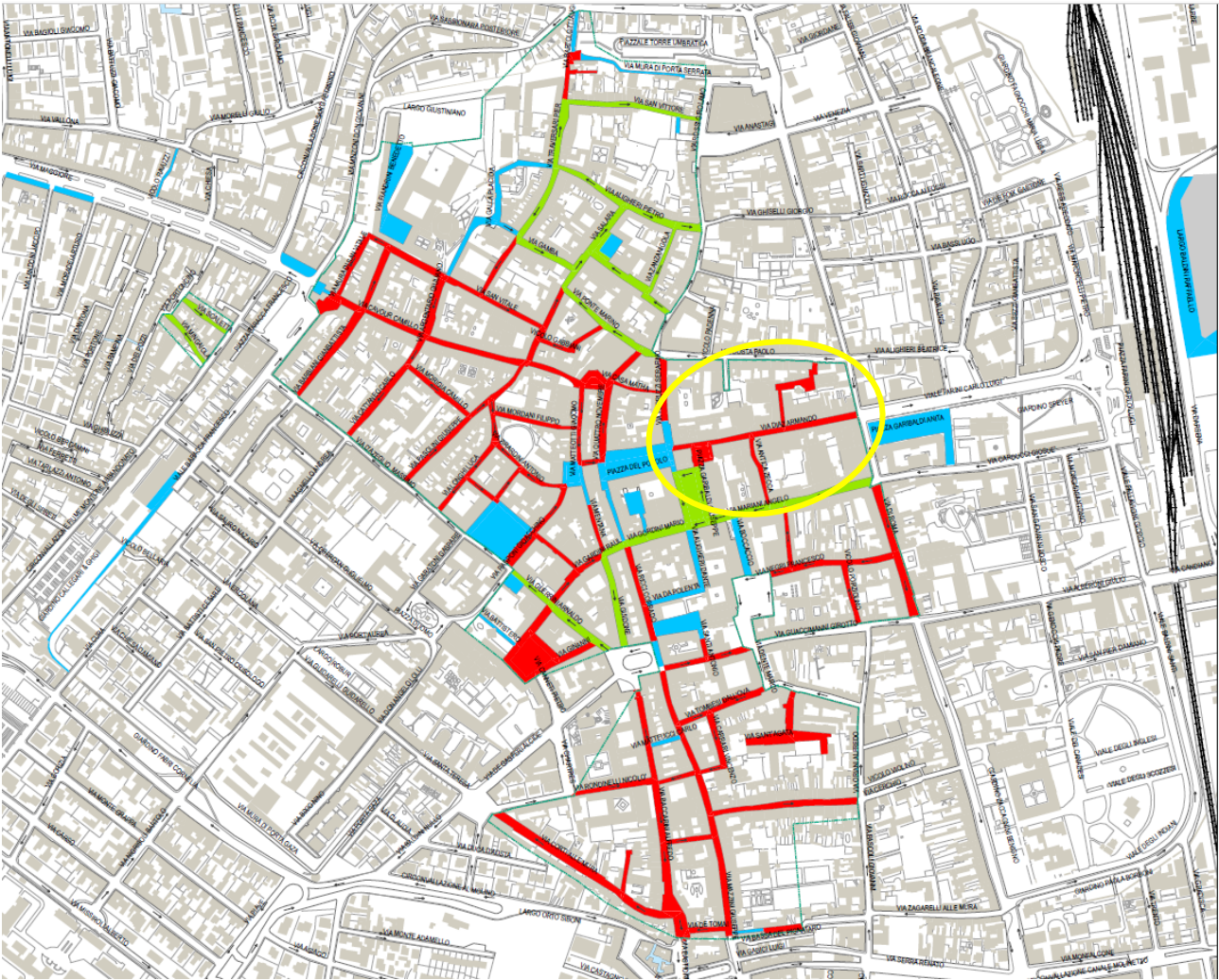


Figure 2 Current situation of the centre of Ravenna. Blue areas are the pedestrian areas, red areas are the LTZ (24h), green areas: green areas are LTZ (7.30-20.30). All red areas will become pedestrian areas.

The area include one of the UNESCO monuments, Battistero degli Ariani, and connects it to main square and the other monuments; moreover it makes easier and safer to reach the railway station and the city dock area, now under a urban renovation, from the city center (and viceversa); it is important to underline that the area involved in the change is usually full of students due to the presence of some high schools.





*Figure 3 Battistero degli Ariani, Ravenna*

The extension of the pedestrian areas will be realised through the following steps:

- Consultation with stakeholders;
- Administrative documents and final decision of the Major;
- Implementation of the action: presumably in December
- Monitoring and evaluation of action

#### Stakeholders involved

The following stakeholders will be involved during the set-up, implementation, monitoring and evaluation of the pilot action:

- Trade Associations
- Shops
- Citizens
- Mobility Agency
- Transport Agency

## Timeframe of action 1

Table 3 Time plan for the implementation of action 4

	M1	M2	M3	M4	M5-	M6	M7- M15	M18	M19	M20	M21	M22	M23	M24
Administrative procedures for the setup of the pedestrian areas														
Meeting with stakeholders														
Implementation of the new traffic limited area														
Monitoring of action														

## Costs

This action will have little cost as no infrastructure or service will be implemented. Administrative and managerial activities related to this action will be included in the activities of the staff of the Municipality of Ravenna. Estimation of costs related the works is € 2500 for road signals and their installation.

## Funding sources

The action will be funded through the Municipality of Ravenna's own funding sources.

## Action 2: Special PT bus line during the summer for tourists

### Relevance to the project

During the summer months, many visitors come to Ravenna, especially from the rest of Emilia-Romagna Region. This type of tourism is particularly high during weekends and generates much congestion and traffic.

To relieve these problems, the Municipality of Ravenna has launched a special public transport service that operates from June 2019 until September 2019, in cooperation with START Romagna and thanks to AMR. The objective of this special service “FrecciaBlu” is to encourage people to use public transportation, alleviate traffic, and reduce pollution. This is also in line with the SUMP of the Municipality of Ravenna.

This action concerns “Other innovations – Mobility as a Service” and was inspired by the good practice of the Municipality of Nicosia “Nicosia's Mini Buses”. The basic aim of the Mini Buses is to decongest the Historic Center from private vehicles and to decrease the number of cars and to facilitate the transportation of the tourists who visit Nicosia. In Ravenna, the special public transport service in this action will have similar goals, aiming to decongest the city centre (as well as the main roads around Ravenna that go towards the beaches).



Figure 4 Logo of the bus service

### Nature of the action

The action consists in the operation of a special bus lane which serves different locations on the coastline of Ravenna. This service will run from June until September 2019 and is named “FrecciaBlu”. Buses run from the rail way station, every day, during the day and the night and aim



to give a frequent and fast service (only 15 minutes from the station to the beaches). The departure and arrival time of FrecciaBlu are harmonised with the trains from and to Bologna. Tickets can be bought through several apps or vending machines at the station, at different fares depending on the type of ticket.

FrecciaBlu will not only be used by people arriving by train, but also for those that will park their car for free in the “Pala De Andrè” parking area and will later use the service. The bus reaches all important baths and beach clubs along the coastline.

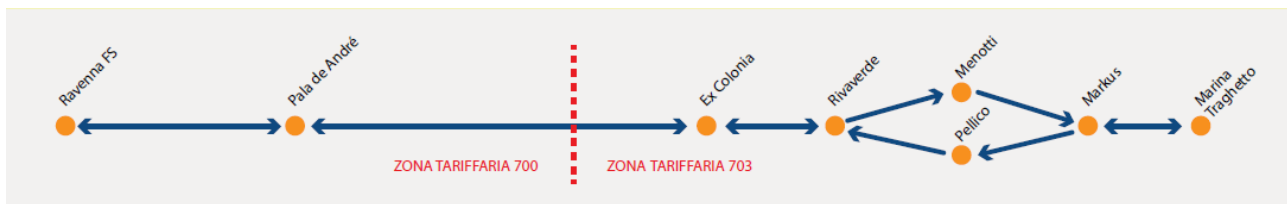


Figure 5 Stops of the FrecciaBlu service

The action is already in its implementation phase, because the service will only be operated during the summer months.

The steps that will be made during this action are:

- Implementation of the action: the bus service is already running and users pay for the tickets.
- Monitoring of the action: the service will be monitored to understand if it is a viable service to be sustained in the years to come.
- Discussion on the possibility to make it a regular summer service, involving the stakeholders. Depending on the outcome of the action, it may be replicated another time in summer 2020.
- Follow up: should the action be viable, it will be done again in 2020.

#### Stakeholders involved

- AMR and START Romagna
- Baths and beach clubs
- Final users

## Timeframe of action 2

Table 4 Time plan for the implementation of action 4

	M1	M2	M3	M4	M5-	M6	M7- M15	M18	M19	M20	M21	M22	M23	M24
Implementation of the action														
Discussion on the possibility to make it a regular summer service, involving the stakeholders														
Follow up														
Monitoring of action														

## Costs

Costs are estimated in the period 8th June 2019 until 15<sup>th</sup> September 2019 are € 83 257. Costs for communication and promotional activities of FrecciaBlu are estimated at €2 500 + VAT (e.g. design of logo and brochures, website, posters, promotion through social networks and newsletters).

## Funding sources

The action will be funded through the Municipality of Ravenna's own funding sources.

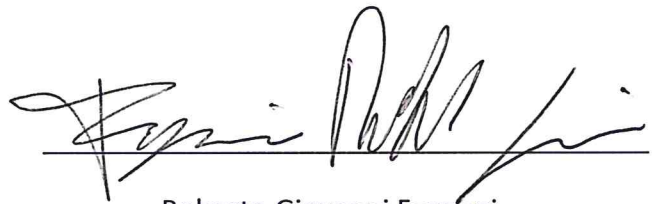
**Action Plan signed on date:**

September 17<sup>th</sup>, 2019

**Name of the organisation(s):**

Municipality of Ravenna, Italy

**Signatures of the relevant organisation(s):**

A handwritten signature in black ink, appearing to read 'Fagnani Roberto', is written over a horizontal line.

Roberto Giovanni Fagnani

Mobility Councilor, Municipality of Ravenna

## 2 Monitoring Procedures in Phase 2

For each one of the actions foreseen in the AP, the following information will be provided in a summary to be produced every six months (periodic report on actions of the Action Plan).

Information	Description
<b>Level of completion of the specific objective(s) and expected results</b>	A qualitative evaluation of the level of completion (to a minor degree/to a major degree/fully achieved). If possible, qualitative evaluation of the results will be included. More details can be added if necessary, pointing out what has changed compared to the stated objective of the AP.
<b>Indicators</b>	A limited set of quantitative and/or qualitative indicators is associated to each action, to monitor its implementation and evaluate its results. These KPIs are linked to the declared expected results and suitable for monitoring them. KPIs are chosen to be SMART: specific, measurable, achievable, relevant and time-bound. Each indicator includes the method in which it will be collected, and the initial value (current state)
<b>Implementation programme</b>	Short description, for the defined time plan of each action, of the actual implementation, highlighting milestones, responsibilities and players involved.
<b>Risk and recovery analysis</b>	Part of the monitoring should also analyze possible risks and obstacles that were encountered.

Table 5 Indicators for each of the Action

Action	Indicators	Unit	Timeframe of collection
1	Kilometres of pedestrian zones	sqkm	Every six months
2	Number of users of bus	Number	Every month
<b>Overall indicator</b>	Increase of the pedestrian areas		5%

***InnovaSUMP facilitates  
the take-up of  
Sustainable Urban  
Mobility Plans, with  
innovations on travel  
behaviour, pricing and  
financing, planning for  
tourism and sustainable  
energy, towards low-  
carbon transport  
solutions***

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