



European Union  
European Regional  
Development Fund

# SUMP of Ravenna: relevant experiences on travel behavior change

**Nicola Scanferla**, Head of Mobility Planning Unit

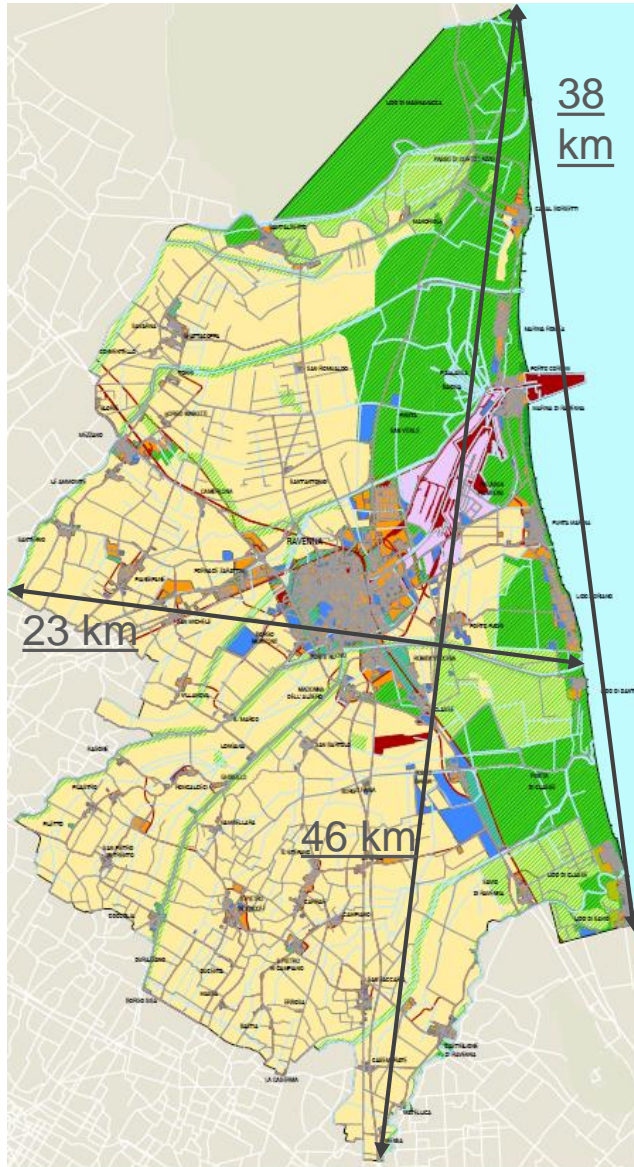
**Giorgia Rambaldi**, Mobility Planning Unit

[nscanferla@comune.ra.it](mailto:nscanferla@comune.ra.it)

[giorgiarambaldi@comune.ravenna.it](mailto:giorgiarambaldi@comune.ravenna.it)



# Municipality of Ravenna



## Territorial information

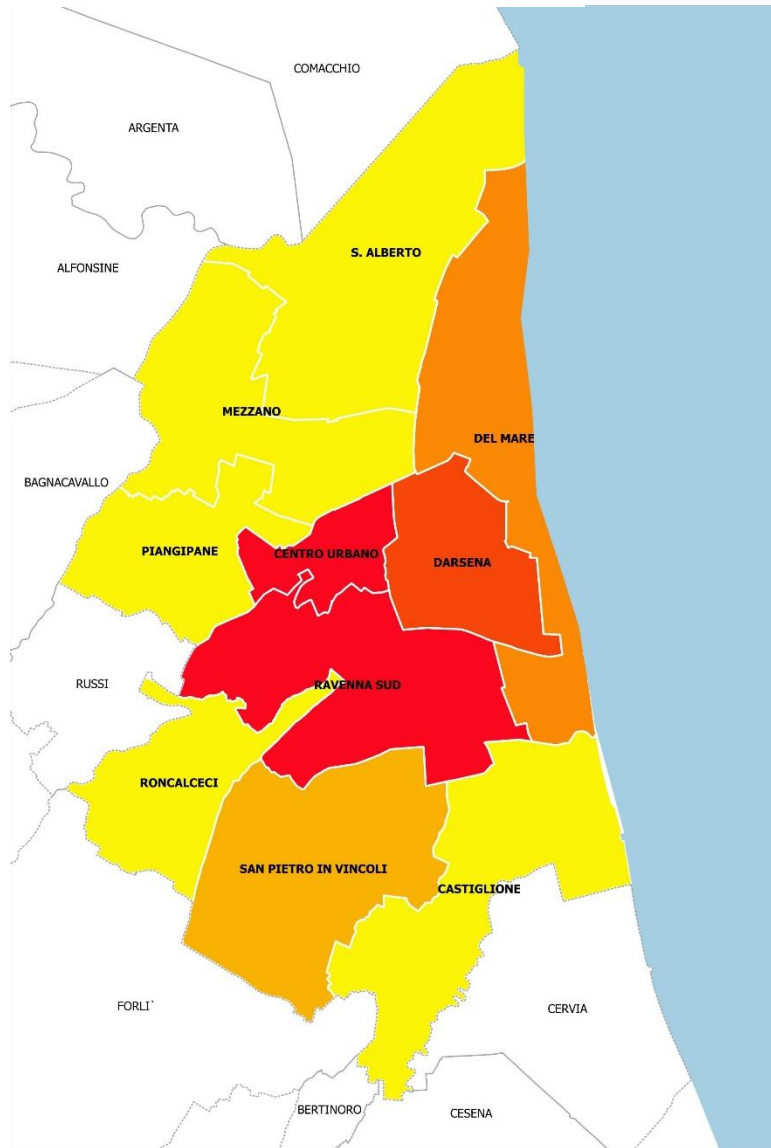
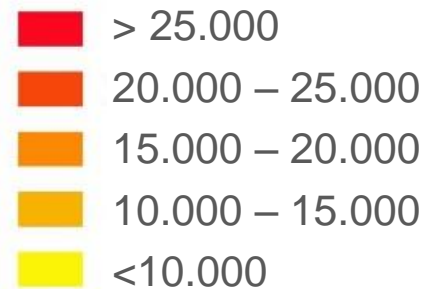
- Extension: 652,22 sq.Km
- Population: 160.000 inhab.
- Road network: 1.620 Km
- 1 chief town and 64 small centers in the municipal territory



# Municipality of Ravenna

## Information on population

### Residents



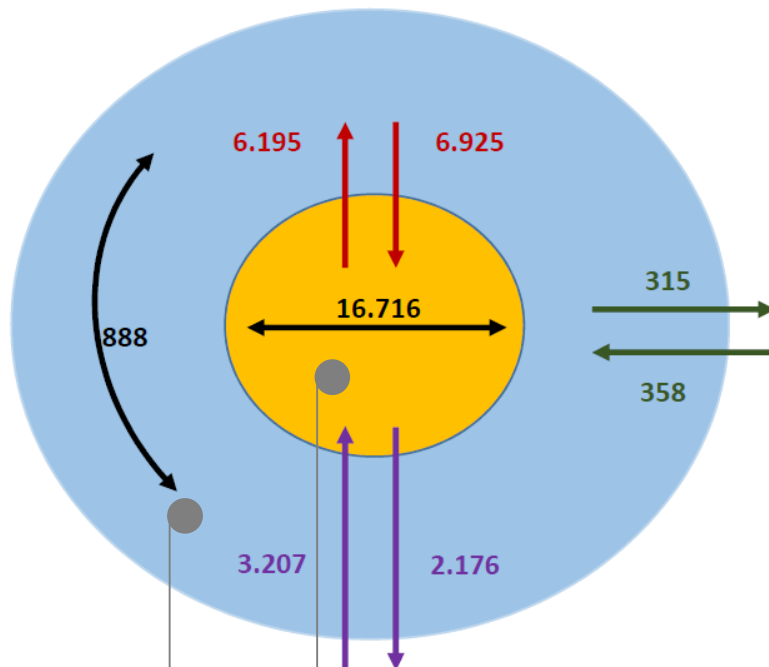
- Average age: 46 years
- Average inhab/km2: 244



# Municipality of Ravenna

## Mobility information

N° of daily journeys to work or school (2015):



	Ravenna	Suburbs	Other	Total	%
Ravenna	16.716	6.195	2.176	25.087	68,2
Suburbs	6.925	888	315	8.128	22,1
Other	3.207	358	0	3.565	9,7
Total	26.848	7.441	2.941	<b>36.780</b>	100

*More than 45% of all journeys are inside the chief town*

Municipality of Ravenna, chief town

Municipality of Ravenna, suburbs

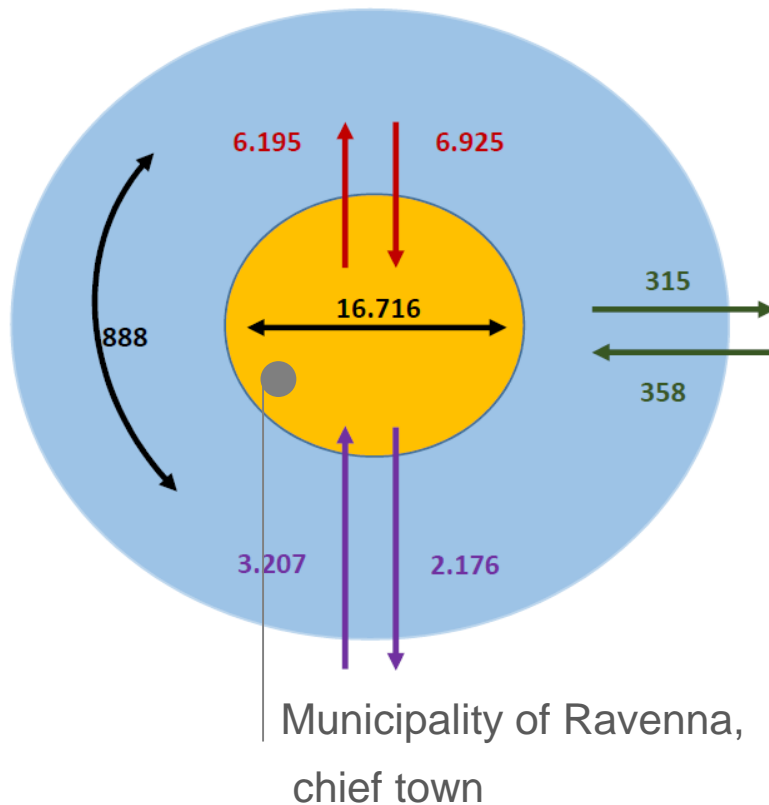
Other municipalities



# Municipality of Ravenna

## Mobility information

Car journeys in the city center (2015):



Distance	Journeys by car, %
$d < 1\text{ km}$	2
$1 < d < 2\text{ km}$	12
$2 < d < 3\text{ km}$	19
$3 < d < 4\text{ km}$	20
$4 < d < 5\text{ km}$	17
<b><math>0 &lt; d &lt; 5\text{ km}</math></b>	<b>70</b>

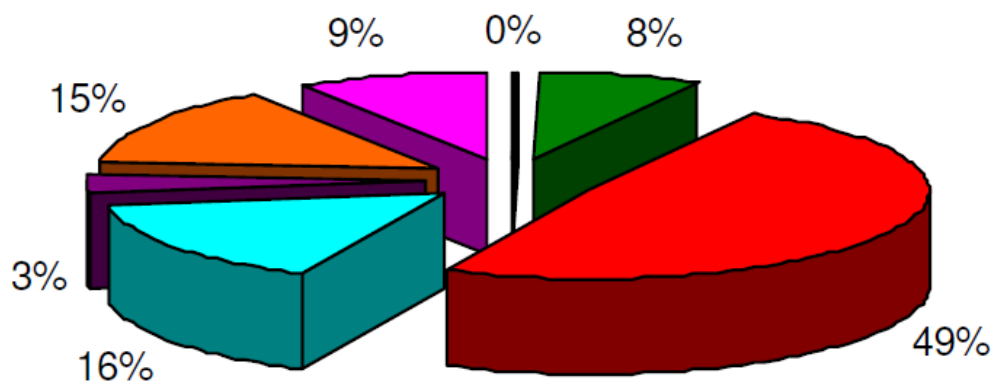
*Considering the short distances, using bikes or PT it could be possible to reduce the number of vehicles of 8000-9000 in the peak hours.*

# Municipality of Ravenna



## Mobility information

Modal split – Journeys inside Ravenna, general view (2011):

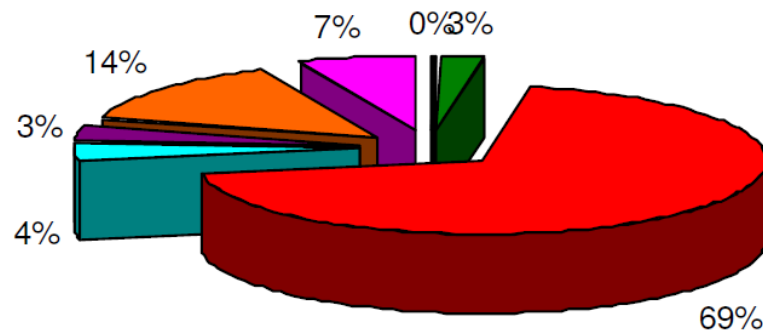


- Train
- Bus
- Car (driver)
- Car (passenger)
- Motorcycle
- Cycling
- Walking

**PT + Walking + Cycling = 32%**

# Municipality of Ravenna

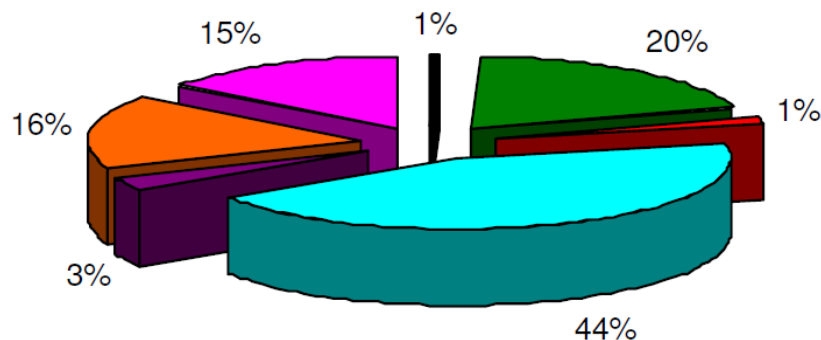
Modal split – Journeys inside Ravenna, workers (2011):



- Train
- Bus
- Car (driver)
- Car (passenger)
- Motorcycle
- Cycling
- Walking

PT + Walking + Cycling = 24%

Modal split – Journeys inside Ravenna, students (2011):



- Train
- Bus
- Car (driver)
- Car (passenger)
- Motorcycle
- Cycling
- Walking

PT + Walking + Cycling = 52%



# **SUMP: MAIN TOPICS, BEHAVIOR AND ACTIONS**



# SUMP: Participation process

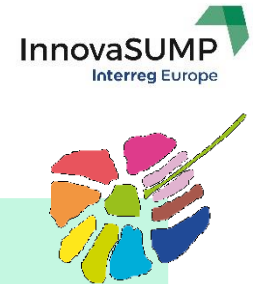
## Participation process – Winter and Spring 2016



- 1 On line survey
- 7 Focus groups
- 5 Workshops
- 2 World Cafè
- 2 Specific events
- Social media and communication



# SUMP: Focus on Participation



## 1 On line survey

- Cyclability, safety, public transport

## 7 Focus Groups

- Schools and Educational institutions
- Economical activities in the city center
- University students (age<26)
- Elderly people (>65)
- Historic center inhabitants
- Suburbs inhabitants
- Coastline inhabitants

## 5 Workshops

- Public Transport
- Limited traffic area and Restricted Traffic Zone
- Accessibility for all
- Public Health and Environment
- Walkability, cyclability and intermodality

## 2 World café

- Proposal on parking policies, cyclability, public transport

## 2 Specific events

- Modal split, Accessibility

# Results of Participation Process: SUMP main topics



- Public transport
- Parking policy
- Pedestrian areas
- Safety
- Electric mobility
- Cruise port related mobility
- Urban freight
- Accessibility for disabled people
- Cycling
- Traffic calming
- New infrastructures



# From Topics to Actions for Travel Behavior Change

Topics

+ Data



Actions

- Public transport
- Parking policy
- Pedestrian areas
- Safety
- Electric mobility
- Cruise port related mobility
- Urban freight
- Accessibility for disabled
- Cycling
- Traffic calming
- New infrastructures

45%  
of journeys  
are inside the  
chief city

70%  
of car  
journeys  
inside the  
chief city are  
comprised  
from 0 to 5 km

- A Free parking + free bus
- B Limited Traffic Zone
- C Parking subscription
- D Project with students
- E Traffic light timing
- F Job ticket
- G Tests with citizens

# Actions for Travel Behavior Change



<div>Actions</div> <div>Topics</div>	A Parking + free bus	B Limited Traffic Zone	C Monthly Parking subscription	D Project with students	E Traffic light timing	F Job ticket	G Test with citizens
Public transport	✓	✓				✓	✓
Parking policy	✓	✓	✓	✓		✓	✓
Pedestrian areas		✓					
Safety	✓	✓		✓	✓		
Accessibility (disability)		✓	✓				✓
Cycling		✓		✓	✓		✓
Traffic calming	✓	✓	✓	✓	✓	✓	
New infrastructures				✓			

# A\_ Free Parking + Free Bus

Marina di Ravenna – Summer 2004, Today



Aim:

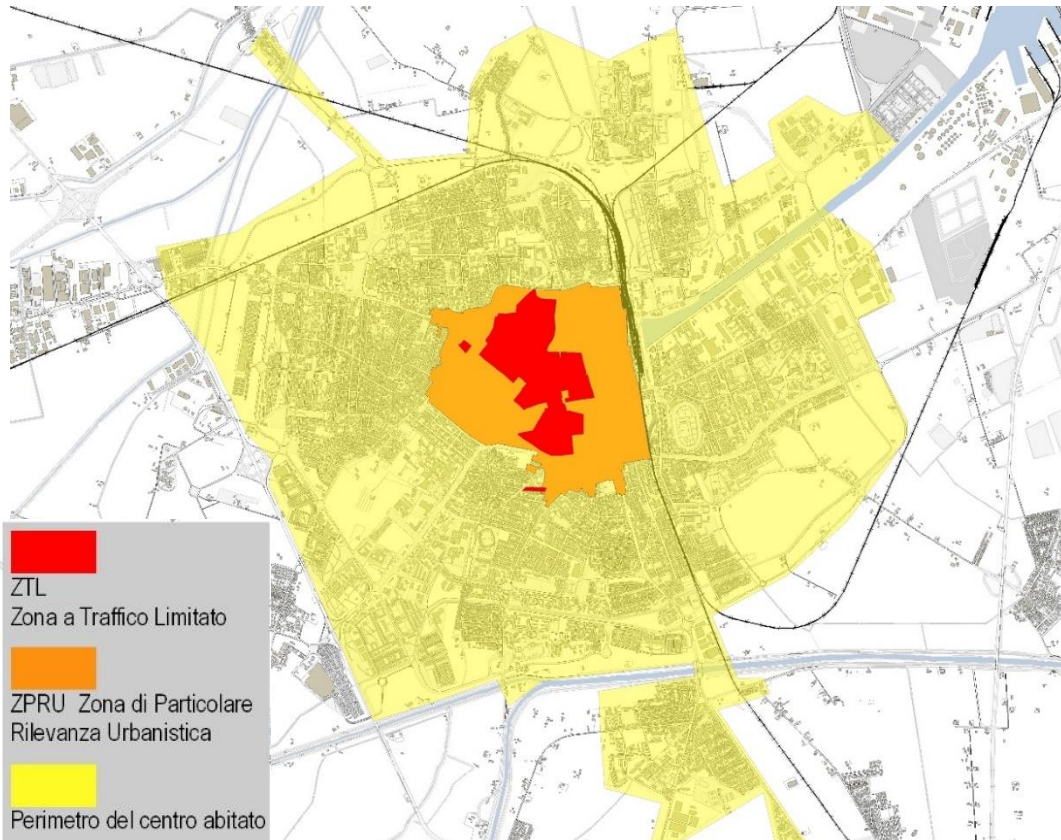
*Avoid traffic and parking along the coastline.*

- During spring and summer week ends, free parking and free busses each 12 minutes.
- Parking toll along the coastline
- Strict parking policy in beach facilities paths



# B\_ Limited Traffic Zone

Ravenna city center – 2007, Today



Aim:

*Reduce congestion and pollution in the city center, free access by bike, by PT and on foot: first implementation to change the citizens' approach.*

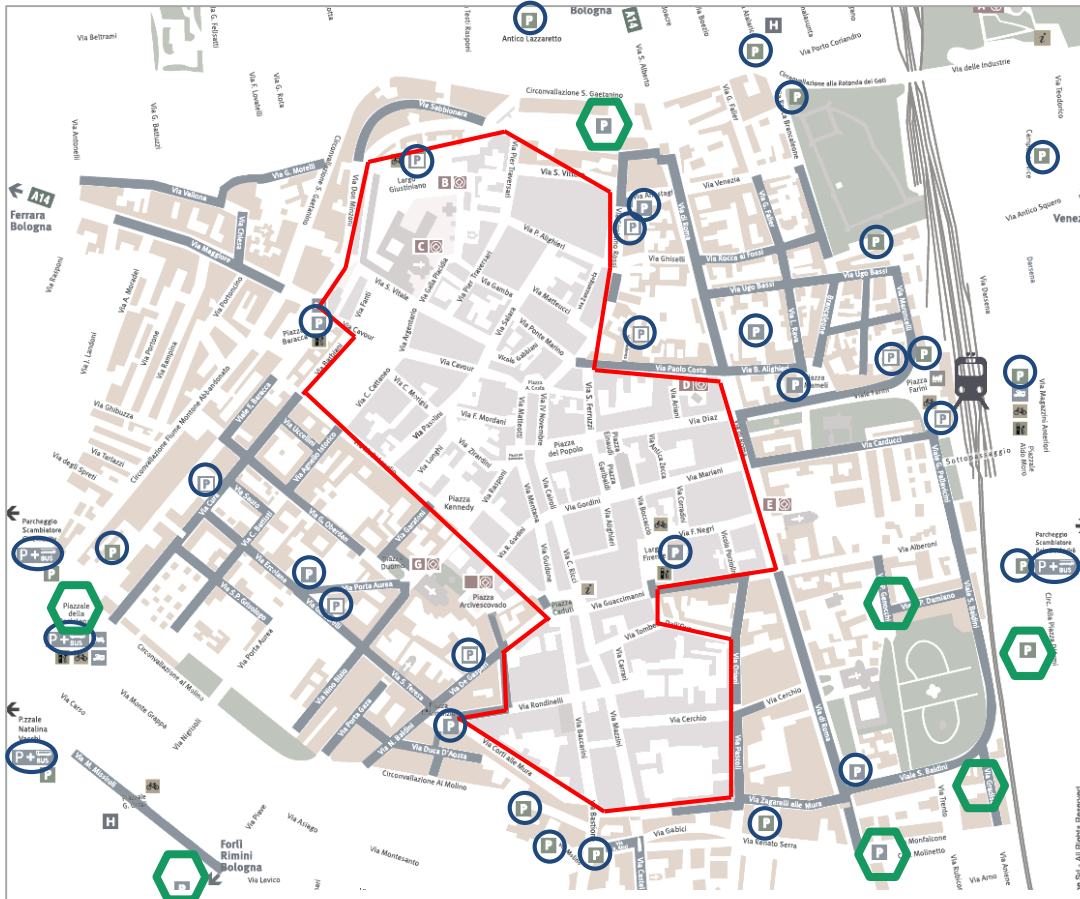
- Daily 7:30 – 20:30
- Axes length: 1,2 km for 0,85 km



# C\_Parking Monthly Subscription



Ravenna, parking outside the city center –  
March 2016, Today



Aim:

*Help residents to find a parking slot, let the city center parking spaces to city center business and shops, reduce traffic in the historic inner.*

- Parking spaces at walking distance to the city center
- 25€/month
- It can be used on different cars



Parking with monthly subscription



Parking with no subscription



Limited Traffic Zone



# D\_Cycle path project with Students



Ravenna, Middle school Don Minzoni – 2010



Aim:

*Improve awareness of mobility choices in students and make them participate actively to a city project*

- Involve students – and indirectly, their families - in the project of the cycle path that connects the school to the city bike network.



# E\_Traffic Light Timing

Ravenna, Middle school Don Minzoni – 2010



Aim:

*Clarify the priorities in traffic flows, make the road crossings safer, foster the decision to let students go to school by bike, by public transport and on foot.*

- During the school year
- Priorities to the pedestrian crossing 30 minutes after the closure of the school



# F\_ Job Ticket

Ravenna – Winter 2006, Today

## Job Ticket Yearly Passes - Ravenna



Passes valid for one year (12 months), starting from the 1st day of the selected month. They are personal and make it possible to travel with all means within the route shown on the card. They are sold only at [Start Romagna ticket offices](#) and are **dedicated to employees of companies which have endorsed an agreement with Start Romagna – Area of Ravenna**. In order to be issued, a recent passport photo is required.

### JOB TICKET YEARLY PASS FARES TABLE

PASS	PRICE
1 Area	€ 175,00
2 Areas	€ 243,00
3 Areas	€ 320,00
4 Areas	€ 368,00
5 Areas	€ 411,00
6 Areas	€ 450,00
7 Areas	€ 488,00
8 Areas	€ 526,00

Aim:

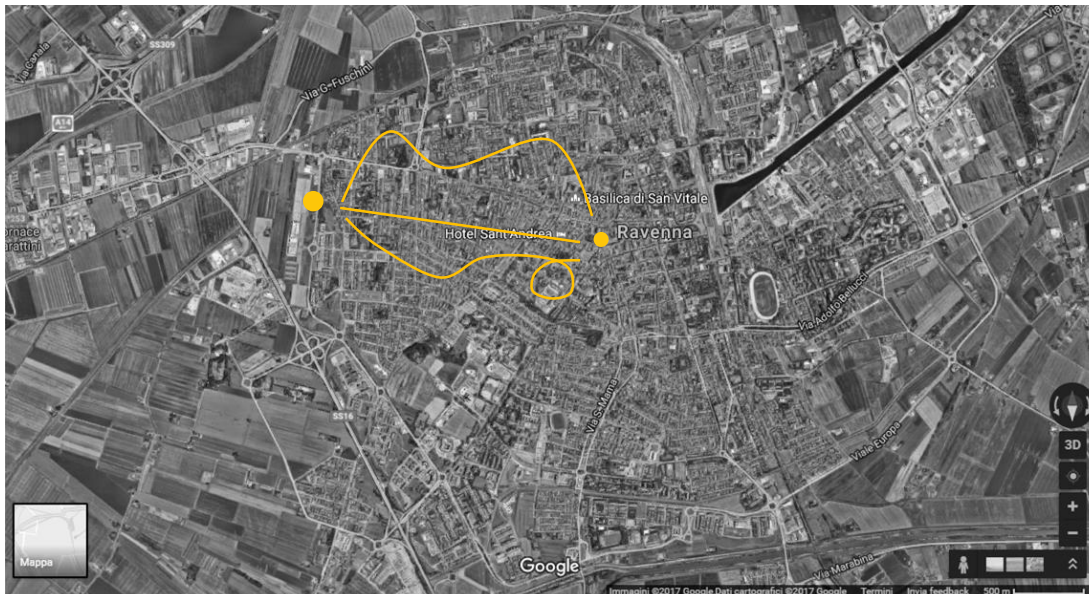
*Support public transport for workers in order to reduce congestion and pollution*

- Thank to an agreement between companies and public transport, employees have a discount on yearly subscription.



# G\_ Tests with citizens

Participation process – Winter and Spring 2016



Parking area  
connected with  
bus to the center



Main square  
Piazza  
del Popolo



Aim:

*Support awareness about mobility choices stressing that car isn't always the faster choice...*

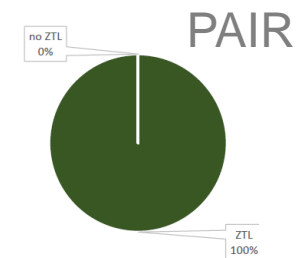
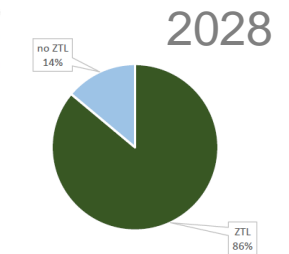
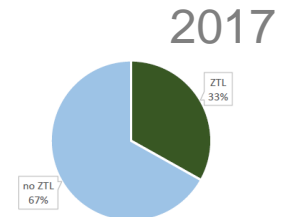
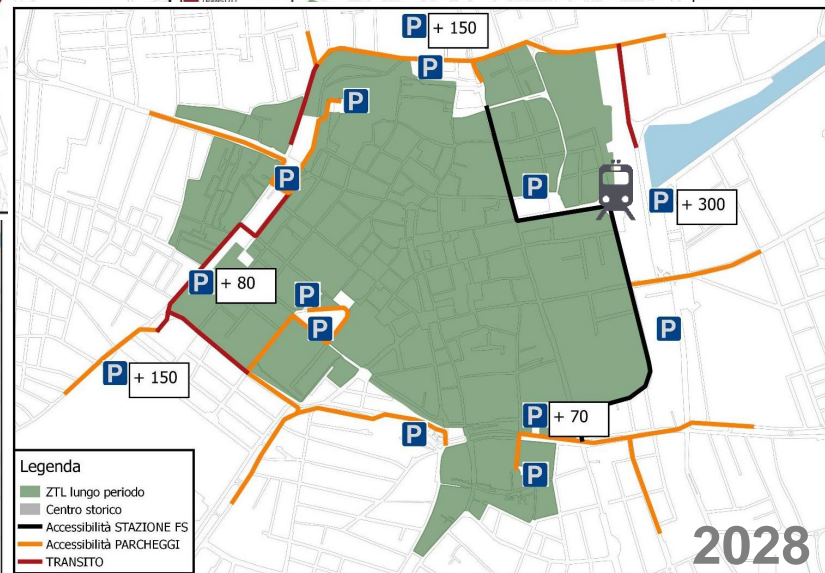
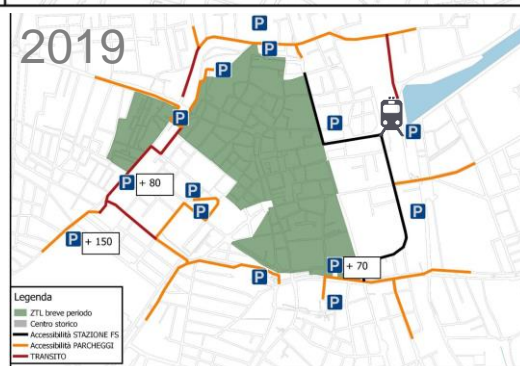
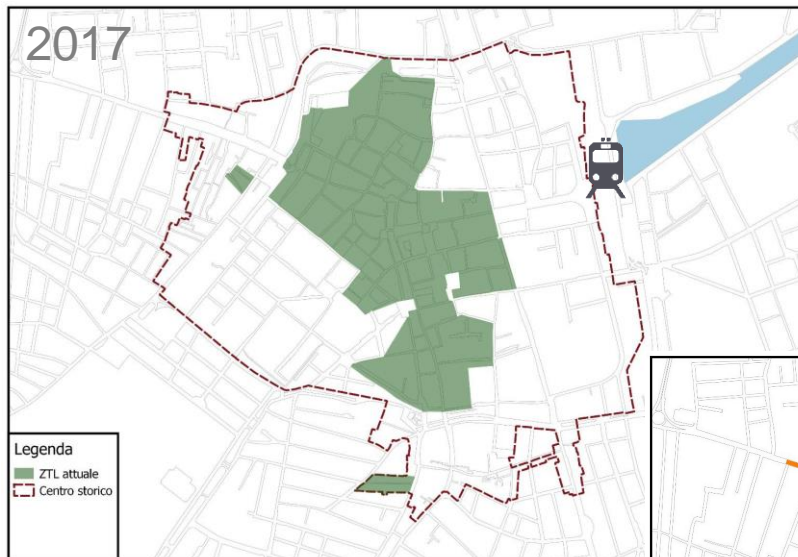
- “Is it better by car?”  
Test with citizens: from suburban to the main square with 3 different means of transport: cars, bikes and bus.



# **SUMP: SYSTEMATIZATION OF ACTIONS**

# Systematization of Actions

## Limited Traffic Zone – Extension

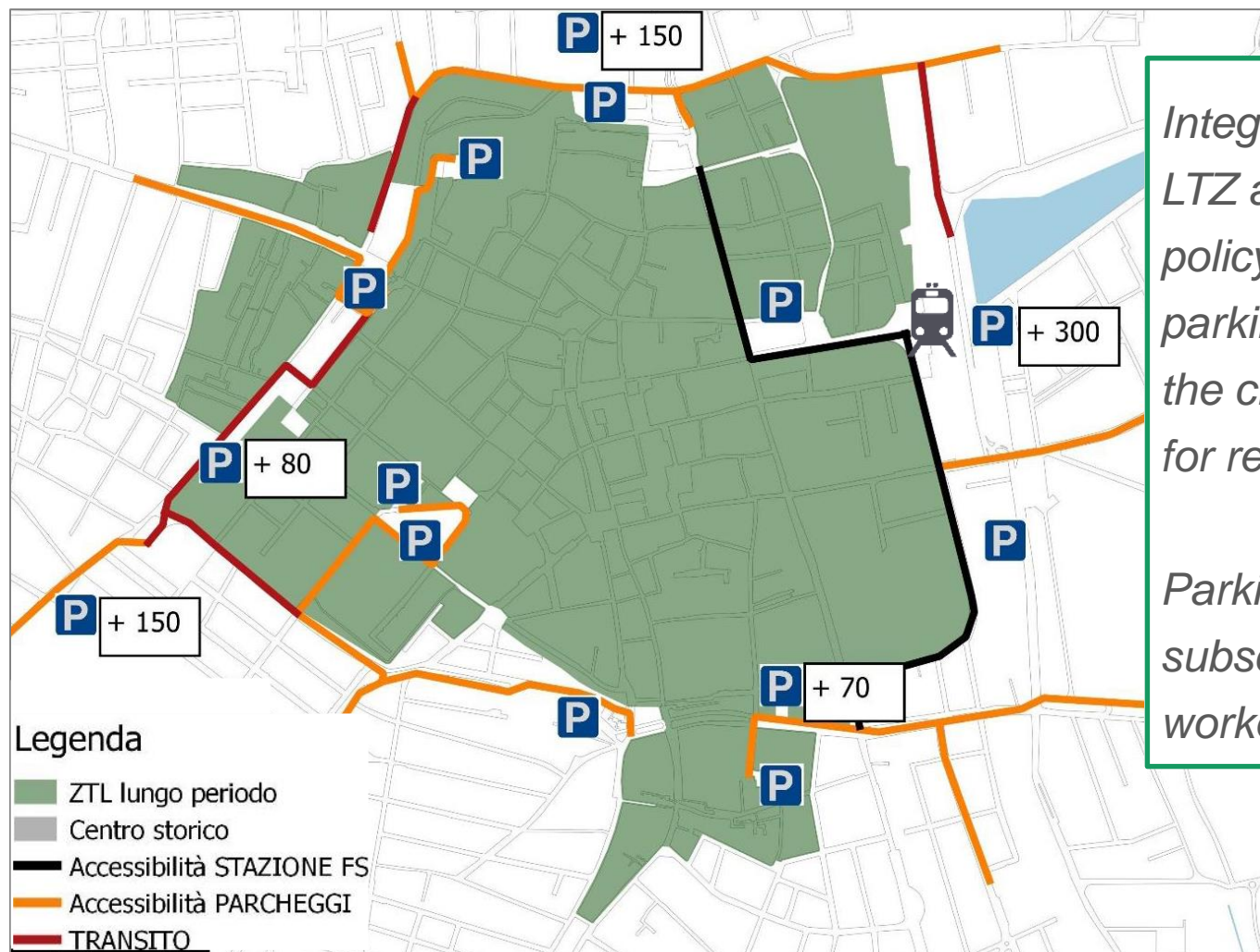


*The Regional Integrated Plan for the Air Quality PAIR – approved last April – requires to transform all the extension of the historic centers in Limited Traffic Zone by 2020.*



# Systematization of Actions

## Parking policy



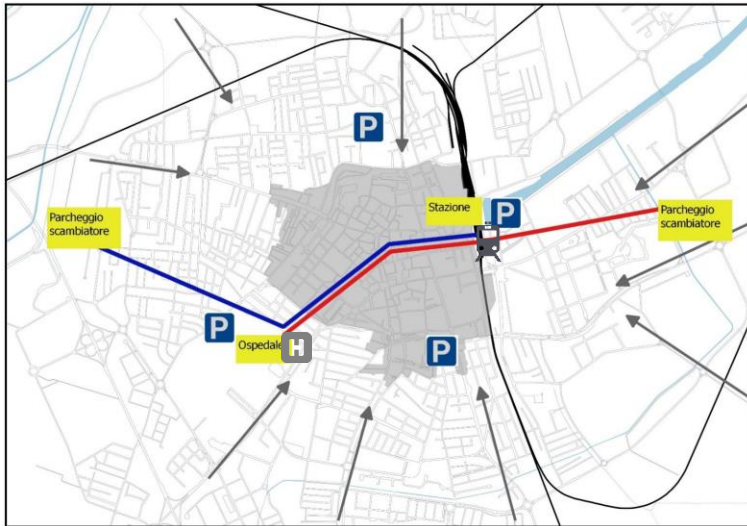
*Integration between LTZ and parking policy: enlargement of parking areas outside the city center (mainly for residents).*

*Parking monthly subscription for workers*

# Systematization of Actions

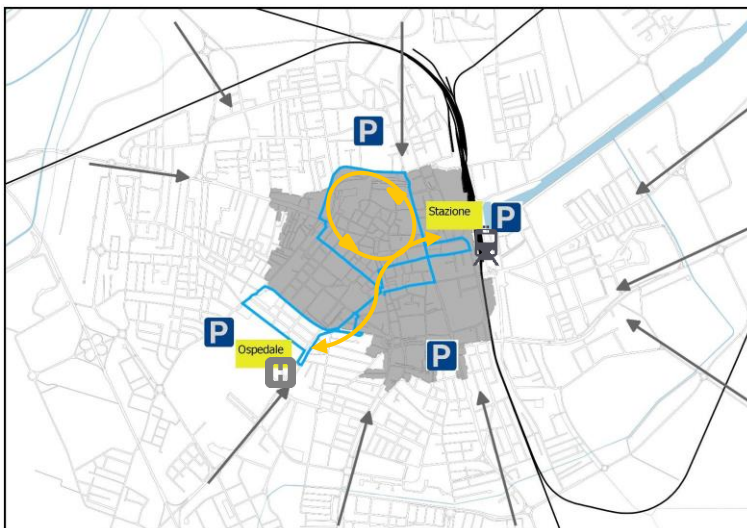


## Public Transport



*New lines and electrical vehicles to make public transport more and more attractive, sustainable and foster policies like “job ticket”.*

Better connection between chief town and suburbs.

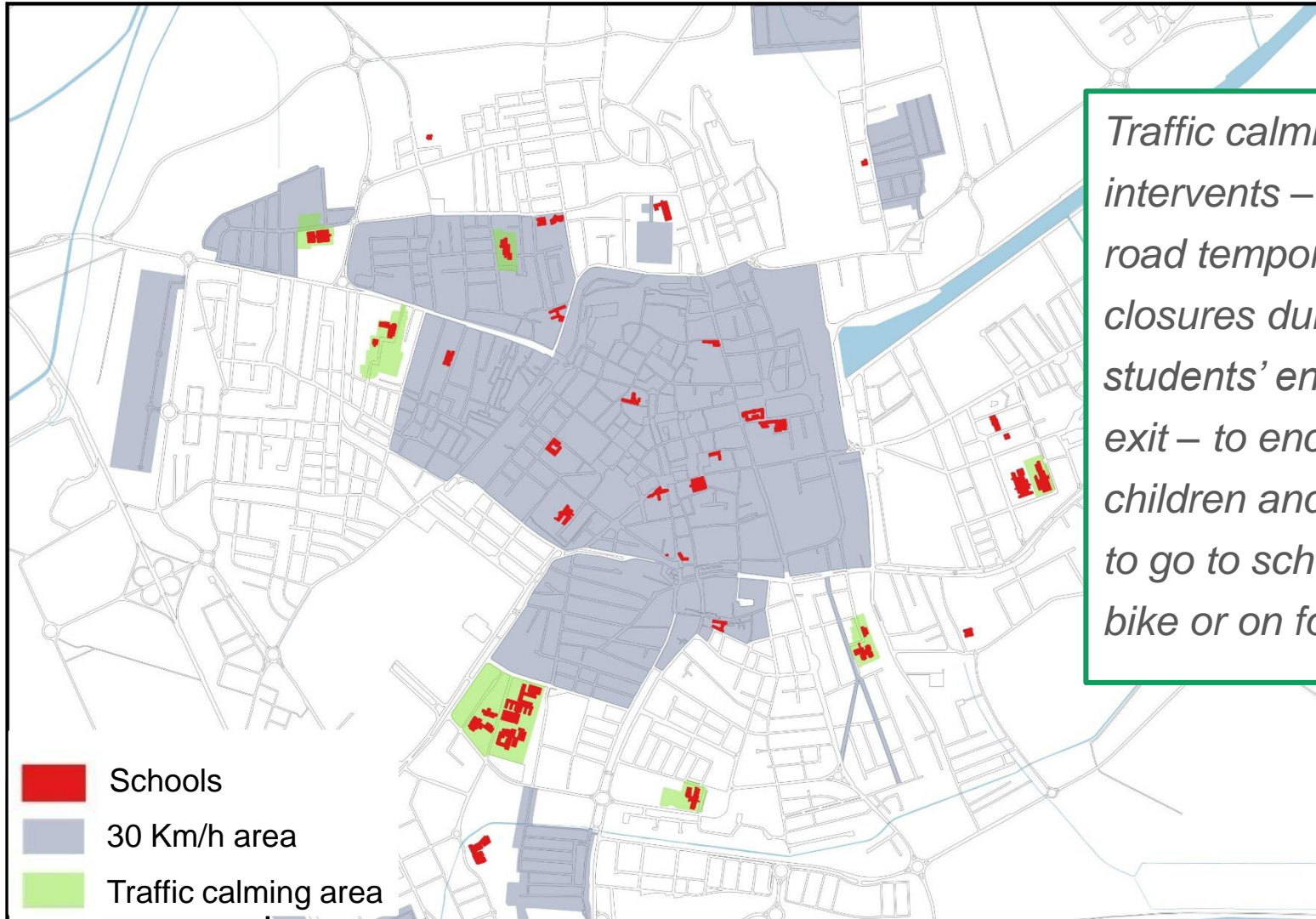


Electrical vehicles for high frequency services.



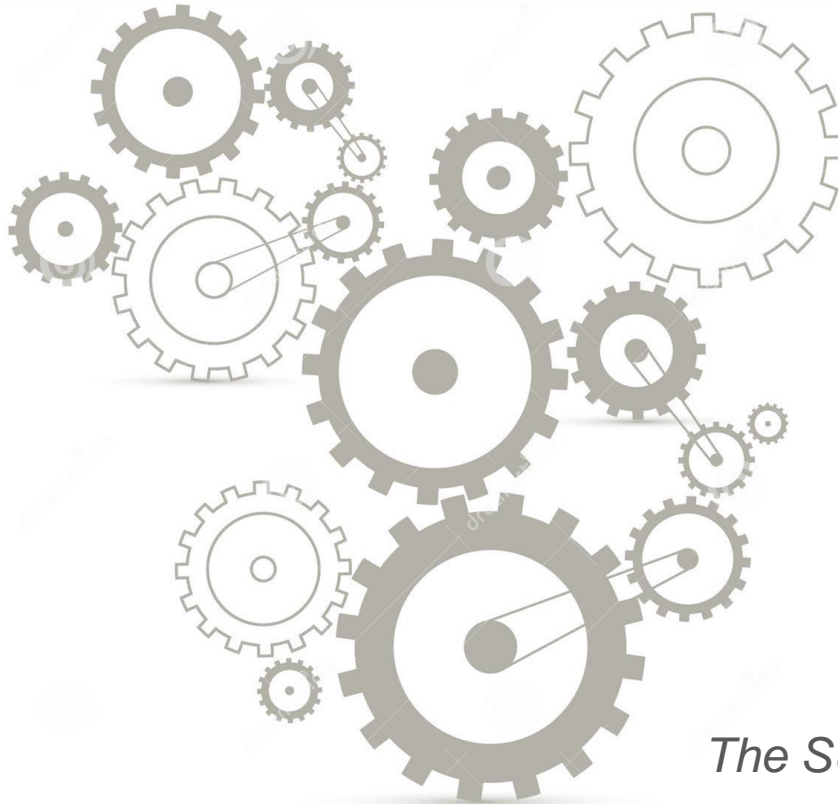
# Systematization of Actions

## School areas



*Traffic calming  
intervents – e.g.  
road temporary  
closures during  
students' entry and  
exit – to encourage  
children and parents  
to go to school by  
bike or on foot.*

# Systematization of Actions



*The SUMP is more than the sum of its parts.*

# InnovaSUMP

Interreg Europe



European Union  
European Regional  
Development Fund

## Thank you!

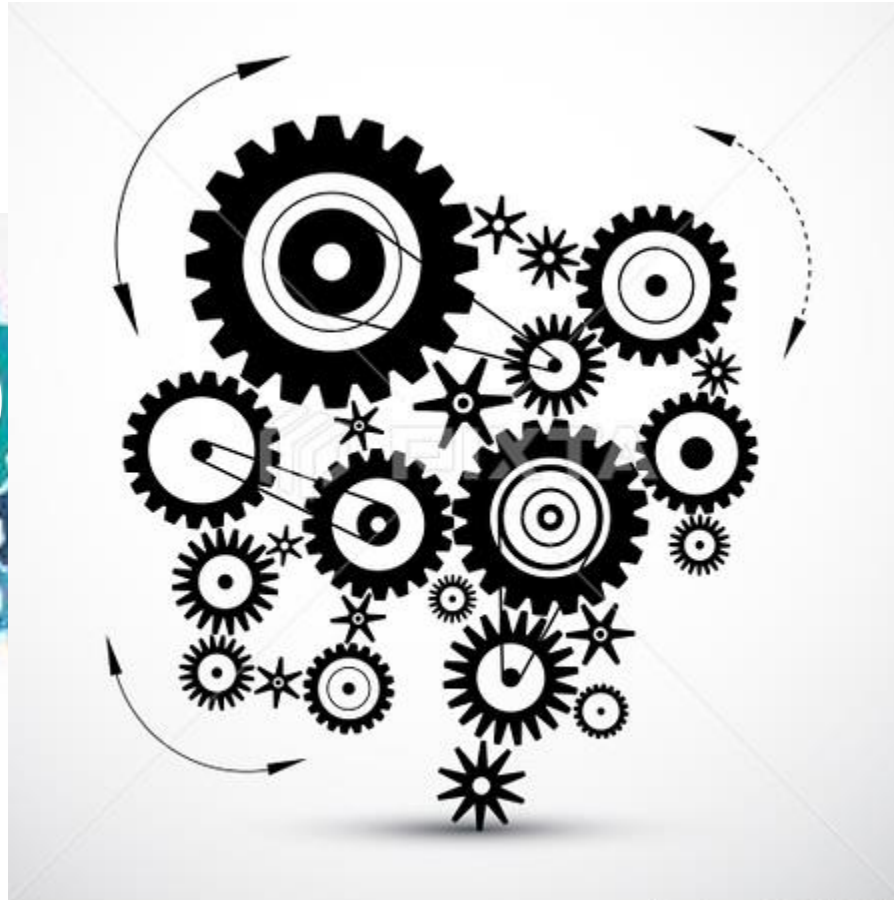


Questions welcome



*Projects media*

# Systematization of Actions



pixta.jp - 20916897