PGI00208 – T.R.A.M. PROJECT

"Towards new Regional Action plans for sustainable urban Mobility"

5th STUDY VISIT

March 13th-14th 2018, Marche Region (ITALY)

SUMMARY REPORT

V 3.1

Published on the 27th of April 2018

TABLE OF CONTENTS

INTRODUCTION

The TRAM project fosters the development of a competitive, resource-efficient and low carbon-oriented European transport system by improving the efficacy of regional and local policies on urban mobility in five geographical areas of the European Union. The strengthened urban dimension of regional and local policymaking is expected to facilitate the shift to low carbon economy – in line with the guidelines set out in the EU Transport White Paper, the Urban Agenda and the EU 2020 strategy.
In that regard, an interregional learning process is being carried out in the locations of the five project partners (Marche Region (Italy), Public Works Agency of Andalusia Regional Government (Spain), Region Blekinge (Sweden), North-West Regional Development Agency (Romania) and the Municipality of Miskolc City of County Rank (Hungary)) with the participation of their local/regional stakeholders, with the purpose to identify good practices within the three thematic areas of the project related to urban mobility: T**ransport policies, Intelligent Transport Systems for urban areas and low emission and green transport.**

One of the instruments for this *Interregional learning process*, alongside the interregional thematic workshops (ITWs), is the study visit. Study visits (SV) are focused on the pre-selected cases of good practice within the three thematic areas mentioned above.
The process behind the study visits is based on an initial phase to arrange for an in-depth insight in the selected good practice cases to ensure the best learning effects. The selected good practice cases are assessed by effectiveness and by the adaptation/replication potential in the development context of the other project partners.

The project partner Marche Region held the fourth and final study visit, after the first ones held in Karlskrona (Sweden, March 2017), in Cluj-Napoca (Romania, June 2017), and Seville (Spain, October 2018). The presented GPs were GP n.04 TWIST “Transport with a social Target” and n. 07 Bicipolitana “Urban bicycle trail of the city of Pesaro”.
TWIST was oriented towards the promotion of the mobility in underprivileged areas by experimenting Demand Responsive Transport (DRT) systems. The study visit pointed how the TWIST project helped the local authorities to deal with flexible and user-oriented transport services, an ability which was proven to be of great value to set up quickly the new transport services after the earthquake which shocked that territory.
Bicipolitana showed the bicycle circulation project started in 2005 in Pesaro. The study visit included a bicycle ride to experience the *Bicipolitana* concept, with a special focus on the conceptual and visual elements behind the “subway” approach which were part of the innovative elements in respect to traditional bicycle paths.

AGENDA OF THE STUDY VISIT

1st Day - 13th of March, 2018, Camerino

14:30 **Transfer from Ancona**

16:00 **Arrival at CONTRAM Headquarters in Camerino**

16:15 **Welcome speech**
by CONTRAM, Public Authorities, and the partner University of CAMERINO

16:30 **Implementation action of TWIST "Transport With a Social Target"**

TWIST project has promoted the mobility in underprivileged areas by experimenting Demand Responsive Transport (DRT) systems. The project's objective is the encouragement of the mobility of people and goods from remote to urban areas, the promotion of economic and cultural exchanges in the hinterland and the reduction of the social and economic exclusion of the local population.
The DRT pilot project realized by Marche Region was developed along the territories of the Alto Maceratese, including the Mountain Communities of Camerino After the conclusion of Twist project the transport company CONTRAM adopted the DRT System for the extra – urban lines in the Province of Macerata. The flexible transport's service is still active and it's also been extended to the Camerino's University and other internal mountain area

17:30 **Q & A**

18:00 **Transfer to Ancona and social dinner "on the road"**

AGENDA OF THE STUDY VISIT

2md Day - 14th of March, 2018, Pesaro

08:00 **Transfer from Ancona**

09:30 **Arrival at Pesaro Parcheggi and bike tour**
Introduction, and bike tour including coffee break on the road

11:00 **Welcome speech**
Pesaro City Hall

11:20 **Presentation of Bicipolitana "Urban bicycle trail of the city of Pesaro"**

The "Bicipolitana" concept (Urban cycle paths) has been launched in 2005 with the delivering of the City "Plan of the cycle paths" aiming to improve the bicycle circulation in city. It has introduced the necessity to plan the cycle lanes in relation to the location of "30-zones" in the urban area. Later, in 2010 the "Plan of the cycle paths" has been updated to complete the already existing cycle paths in relation to the town-planning changes occurred during the last few years in the city.

To the current state, the bicycle routes network of the city has a total extension to approximately 85 km. The primary cycling network is constituted by 14 bicycle and pedestrian trails, called "lines", detectable in radial and tangential routes.

The radial routes link the city centre with suburban neighbourhoods and are identified by numbers; the tangential routes run in parallel to the coast and are identified by letters. The secondary cycling network links the nodes of the primary cycling network to the main areas and services of neighbourhoods.

The success of Bicipolitana is related to the participation of citizens. Usually the project starts with a comparison activity with traders associations and residents, all in synergy with the neighbourhood council. There are also specific councillors' committees who give opinions on the intervention.

11:40 **Q & A**

12:30 **Lunch**

14:00 **Transfer to Ancona**

OVERVIEW OF THE VISITED GOOD PRACTICES

TWIST "Transport With a Social Target"

Presentation

The regions participating at the TWIST project show a lack of services and infrastructural balance in the rural and mountain areas. The growing isolation of the population, mostly represented by old people, is the cause and the effect of the progressive abandonment of these territories. As a consequence, the resources assigned to the local transport services have been reduced, inducing the population to use their own means of transport and causing higher levels of traffic, exhaust emissions and road accidents.

Mountain and rural areas, either for morphological reason or because they are scarcely inhabitated, have more disavantages compared to urban and industrialized territories.

The territories involved in the project are mostly represented by weaker social groups (90% of the public transport's users) such as elderly, immigrants and disabled. Women and children living in rural and mountain areas have more difficulties to move around than people living in urban areas; besides, the organization of the families in these territories can be cause of seclusion for some women. For the above mentioned reasons, the project's target should be considered a social target.

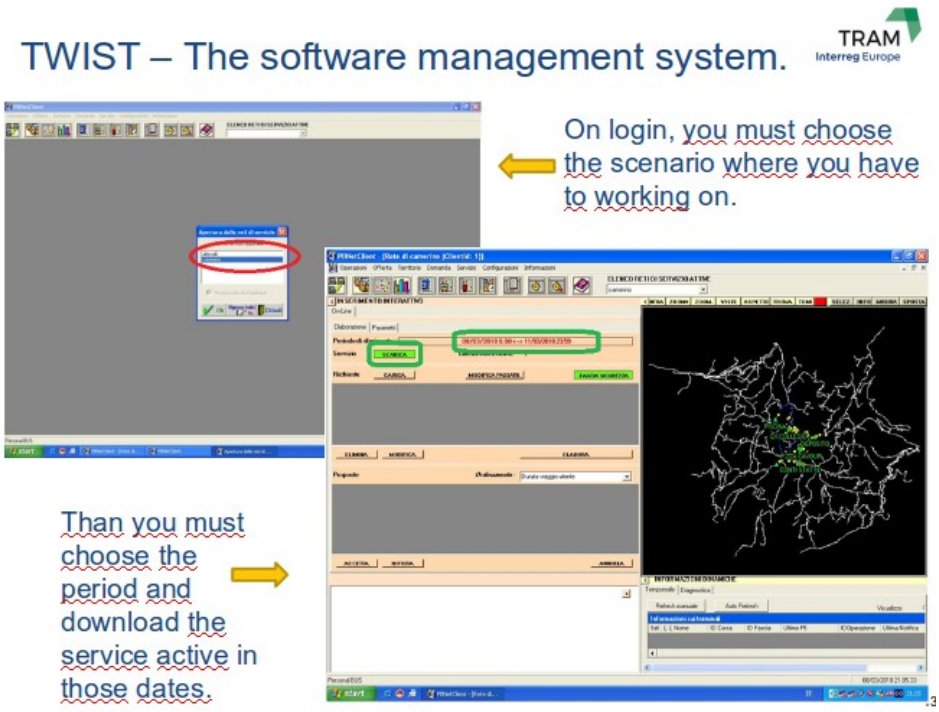
Picture 1: Presentation of CONTRAM, Camerino

Picture 2: Discussion among participants

The Pilot Project of the Marche Region was developed along the territories of the Alto Maceratese, including the Mountain Communities of Camerino (high Chienti, Fiastrone and Nera), San Severino (high Valley of Potenza) and San Ginesio (Monti Azzurro). The pilot project included several activities:

- Analysis of the socio-economic gap between the hinterland (rural and mountain areas) and the urban areas, as concern the public transport network;
- Re-organization and development of a network of transport services, with the support of Information Technologies aimed at reducing the socio-economical gap between the hinterland (mountain and rural areas) and the urban areas;
- Rationalization of the cost management.

In the Marche Region, requests are communicated to a Call Centre, using a toll-free number answered by an employee. Inside the vehicles, brochures illustrating the timetables for all the routes are distributed. In order to heighten awareness, a letter from the Chief of the Regional Transportation Bureau, together with an informative brochure, has been sent to the heads of families in the area involved in the experimentation, in order to illustrate the service and the procedures through which it is supplied. These include the registration of users, the planning of operations, communications to onboard devices and reporting generated by TELEBUS software, supplied by the company Pluservice. The buses used for the service are equipped with a computer assisted by software and outfitted with a system for tracking and for communicating with the operating headquarters, plus MDT type devices that communicate with the headquarters by means of GPRS/UMTS technology.



Picture 3: Slide showing the the software to manage the reservation of DRT system

Overall evaluation

Project partners' evaluations	PP2	PP3	PP4	PP5
The study visit was well organized	5	3	5	5
The organized activities reached the expectations	4	3	4	5
The aims set out for this study were reached	5	3	5	5

Values from 1 (very poor) to 5 (excellent)

Project partners indicated a good degree of satisfaction with the study visit. Especially PP2 and PP4 found the presentations interesting and expressive, with plenty of information, presentations of issues and problems, as well as solutions. As PP5 mentioned, linking the DRT project with an exceptional case, that of an earthquake was a very good idea as this approach highlighted how important adaptability and resilience of public transport systems is.

Lessons learned

All PPs noticed how the DRT system had the positive effect to provide the local institutions and the public transport companies with with flexibility and capacity to adapt to changing conditions. Such capability is considered of high strategic value for changing contexts experiencing relevant socio-economic pressures, as ageing of population or changing quality of life in rural areas. Flexibility means, as PP5, also a better understanding of mobility patterns in an area, so that DRT improves the quality of information collected by transport companies. Flexibility regards the whole company approach, as PP5 highlighted, because most of the company employees has the bus driver license, so that there is also a huge availability of drivers to deal with critic conditions or unexpected peak of the services.

Feedback from PP2 and PP4 indicated that it was clear the social value of DRT, as the capacity to provide mobility to citizens not able to use the traditional services, because of technical conditions (e.g. traditional buses not fitting with reduced mobility people) or operational ones (timetables or bus stops not responding to their needs).

Participants noticed that DRT systems had a very positive economic impacts in terms of local development, as such systems permitted to sustain important city activities (e.g. the University settlement) in areas which were not adequately served by traditional bus services). It was clear, from speakers' presentations, that DRT systems permitted such socio-economic institution to run and being accessible even straight after the earthquake. In addition, PP4 noticed that the economic benefit of DRT systems depend also on the capability to reduce unneeded traditional bus services which might run without any passengers in rural areas. Therefore, public institutions might save money if they are able to integrate DRT and traditional services according to the mobility conditions of the context.

Finally, cooperation between local institutions and the public transport company was highlighted as one of the key success factors. Participants were impressed by the capability of the different players to work together and hand-by-hand. In fact, the same speakers stressed their capability to work together as the main strategy to build flexibility and to run an efficient but effective transport system. University has been recognized as a leading partner for the DRT both for its scientific support and because it is a main traffic (and economic) generator for the whole area.

As overall conclusion, DRT systems shall be seen not only as an environmental-friendlier means of transport respect to private cars, but rather a strategy for social inclusion and socio-economic development of local communities.

Project partners' evaluations	PP2	PP3	PP4	PP5
Social dimension	4	3	4	4
Environmental dimension	2	3	4	3
Economic dimension	3	3	3	4

Values from 1 (negative) to 4 (very positive)

Duplicability potential

The duplicability potential had different assessments from PPs as the following table shows

Project partners' evaluations	PP2	PP3	PP4	PP5
The analyzed outcomes and results are potentially able to be transferred to other organizations	5	3	4	5

Values from 1 (very poor) to 5 (excellent)

In particular, PP2 participated with a stakeholder coming from a province with a very similar territory where population is ageing in scattered rural villages. Such participant was deeply interested in flexible public transport solutions, as TWIST project.

PP3 did not mention any specific duplicability interest, highlighting that the conditions and examples given during the presentation (e.g. the adaptation during the earthquake shock) were not really applicable to its regions.

PP4 found the practice very interesting to be studied, because of the possibility of comparison with own experience about DRT systems. In particular, PP4 noticed that TWIST is up-scaled service, in respect to own one, with a very relevant experience to be known.

Finally, PP5 reported lack of experience in its context, with scattered examples which stopped after a while. However, PP5 found the practice inspiring for various cities in Romania, especially because the SV has showed that a municipality with only 5,000 inhabitants can run an effective DRT transport system, while most of local municipalities in PP5 would consider them too small to run such kind of system in a sustainable way.

Bicipolitana

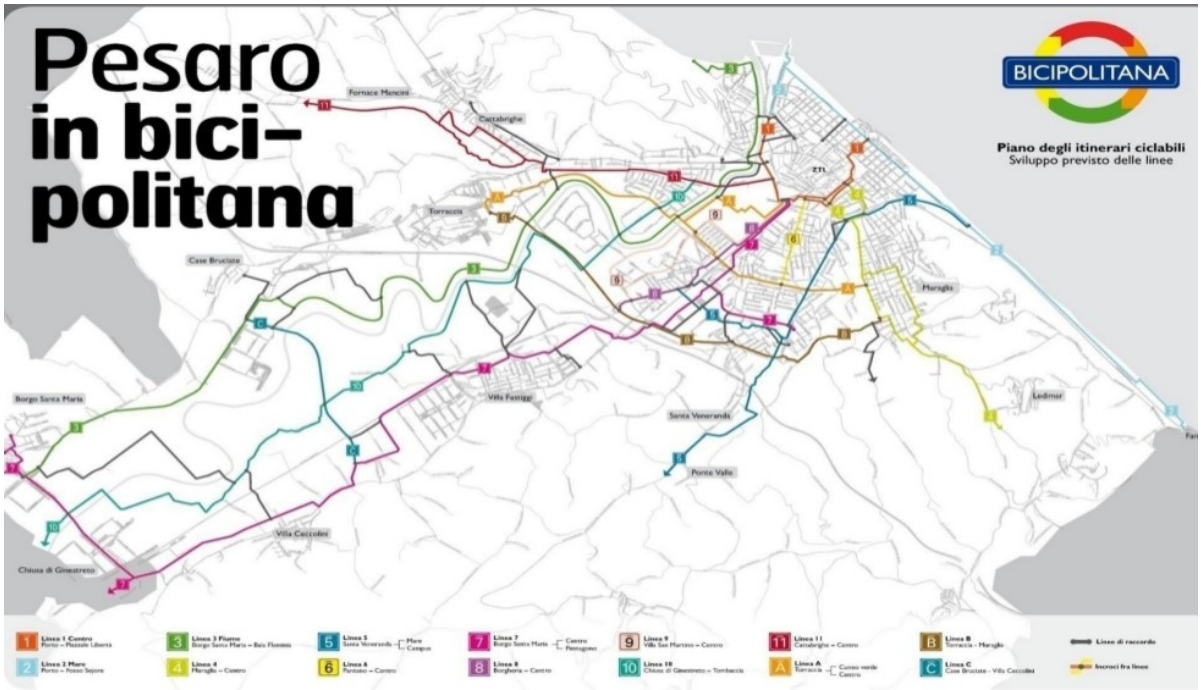
Presentation

The project idea of the “Bicipolitana” (Urban cycle paths) is born in 2005 with the delivering of the City Plan of bicycle trail aiming to improve the bicycle circulation in city. It has introduced the necessity to plan the cycle lanes in relation to the location of zones 30 in the city within. Later, in 2010 Plan of the cycle paths has been updated to complete the already existing cycleway in relation to the taken part town-planning changes during the last few years in the city.

The cycle paths have been planned based on the location of zones 30 that define residential areas enclosed from the main practicability and characterized by bicycle trails of short duration towards the main attractive poles of city quarters.

To the current state, the bicycle routes network of the city has a total extension to approximately 85 km and it includes primary and secondary trails covering existing bicycle tracks, new ones and /or still to realize ones.

The used outline is that of the subways of all the world. There are of the lines (yellow, red, green, orange….) that they connect various zones of the city, affording you a fast displacement, with zero expense, zero pollution, zero stress.



Picture 4: Slide showing the the Bicipolitana map

The primary cycling network is constituted by 14 bicycle and pedestrian trails, called "lines", detectable in radial and tangential routes.
The radial routes link the city center with its suburb areas of that city and are identified by numbers; the tangential routes run in parallel to the coast and are identified by letters.
The secondary cycling network links the meeting point of the primary cycling network to the main areas of neighborhood.
Besides the planning and realization of the cycleways, it has been delivered specific horizontal and vertical devises and signs in order to inform and guide the users to recognize and memorize the cycle trails network easily.

Picture 5: Starting the Cycle tour of Bicipolitana

Picture 6: Stop at the Coffe shop "Bike friendly"

Overall evaluation

Project partners' evaluations	PP2	PP3	PP4	PP5
The study visit was well organized	5	5	5	5
The organized activities reached the expectations	5	5	5	5
The aims set out for this study were reached	5	5	4	5

Values from 1 (very poor) to 5 (excellent)

All PPs showed a high degree of satisfaction with the study visit. Bike mobility is a topic of interest for all the partners, and the tour by bike has been considered a positive experience to see real issues and ideas. PP2 indicated that they are working to promote bike as a means of transport, facing important contestations mainly from business and local groups, so they were looking at this pratice to learn how to build cooperation between different stakeholders to speed up the diffusion of the bike mobility. PP4 indicated that the showing the rental process would have given added value, because the process behind the renting phase is considered an interesting subject to be investigated. Similarly, PP2 showed interest towards the coming project about using city bikes for logistic urban distribution.

Lessons learned

The stop at the bike-friendly bar alongside the bike lane showed the importance to build a local culture about bike, and the opportunities to set new opportunities for local development and urban refurbishment through public-private partnerships.

Visual identity has been recognized an added-value for the project. The "subway" approach, evident in the horizontal and vertical signalling infrastructure, has been reported being important to promote the visibility of *bicipolitana* both in terms of safety (i.e. creating awareness in drivers) and of promotion (i.e. creating appeal towards potential users). PP2 reported that such conditions might have contributed to the high presence of senior users spotted during the ride. PP3 reported that a key success factor of the project was the clear idea about bike as a real means of transport, and not just as a space for leisure and sport activities.

PP5 reported that the metro visual identity implemented by *Bicipolitana* is very appealing, suggesting the efficiency of cycling as means of transport.

Project partners' evaluations	PP2	PP3	PP4	PP5
Social dimension	4	4	4	4
Environmental dimension	4	4	4	4
Economic dimension	4	3	4	3

Values from 1 (negative) to 4 (very positive)

Duplicability potential

The duplicability potential is pretty high for all partners. This is the result of recognized experiences that already Pps in dealing with similar bike mobility projects in own contexts. Thus, PPs reported difficulties similar to the ones they have (or would have) encountered in their own contexts. For example, allocation of urban space between different means of transport is recognized as a problem common to all PPs. PP5 recognized that convincing shop owners that replacing parking lots with cycling lanes won't affect their business in a negative way is quite difficult.

Project partners' evaluations	PP2	PP3	PP4	PP5
The analyzed outcomes and results are potentially able to be transferred to other organizations	5	5	4	5

Values from 1 (very poor) to 5 (excellent)

PP2 pointed out that the new bikesharing system MOBIKE would be interesting to be seen in the near future, given the fact that the new system has been funded without public investment but only through private capitals. For this reason, it is interesting to see how such system could work, because such agreements might be replicated in contexts where public budgets are restricted.

PP5 reported that testing the new MOBIKE system was a very important value because, some of the Romanian authorities might also receive offers from this company in the near future. Furthermore, PP5 mentioned that the approach used by Bicipolitana might be very useful for several Romianan cities, in particular about the strategy to have 30 km/h zone surrounded by cycling infrastructures

which avoid crossing roads and reconnect divisions generated from natural borders or artificial ones and to link the main areas of attractions to the secondary networks by way of the bicycle trail.

LIST OF PARTICIPANTS

X stands for presence

Name / Surname	Organization	PP	Role	13th of March	14th of March
Luca Barbadoro	Marche Region	PP1	ITRE Secretary	x	x
Raffaella Triponsi	Marche Region	PP1	Project Manager	x	x
Giulia Vitali	SVIM	PP1	Stakeholder	x	x
Simone Franceschini	ISFORT	PP1	ITRE Expert	x	x
Renato De Leone	University of Camerino	PP1	Stakeholder	x	
Claudio Pettinari	University of Camerino - Rector	PP1	Stakeholder	x	
Massimo Luce	CONTRAM Camerino	PP1	Host SV	x	
Alessandro Campanelli	CONTRAM Camerino	PP1	Host SV	x	
Thomas Flenghi	Pesaro Municipality	PP1	Host SV		x
Luca Palombi	Pesaro Municipality	PP1	Host SV		x
Franca Foronchi	Pesaro Municipality - Councilior	PP1	Host SV		x
Enzo Belloni	Pesaro Municipality - Councilior	PP1	Host SV		x
Andrea Biancani	Marche Region - Councilior	PP1	Stakeholder		x
Letizia Casonato	Marche Region	PP1	Stakeholder	x	
Mauro Petraccini	Marche Region	PP1	Stakeholder	x	
Giovanni Romanini	Marche Region	PP1	Stakeholder		x
Gonzalo Esteban López	Granada Energy Agency	PP2	Stakeholder	x	x
Gema Cantero	Andolousian Energy Agency	PP2	Stakeholder	x	x
Isabel Fiestas	Public Works Agency of the Andalusia Regional Government	PP2	Project Manager	x	x
Rafael Sanchez	Transport and Mobility consultant	PP2	ITRE Expert	x	x
Magnus Forsberg	Region Blekinge	PP3	Stakeholder	x	x
Mathias Roos	Region Blekinge	PP3	Project Manager	x	x
James Vierling	Master student at Blekinge Institute of Technology	PP3	Stakeholder	x	x
Juliette Ténant	Master student at Blekinge Institute of Technology	PP3	Stakeholder	x	x

Name / Surname	Organization	PP	Role	13th of March	14th of March
Michael Fellner	Master student at Blekinge Institute of Technology	PP3	Stakeholder	x	x
Gideon Mbiydzenyuy	Mobility expert NetPort Science Park	PP3	Stakeholder	x	x
Viktor Takacs	Miskolc Holding Plc.	PP4	Project Manager	x	x
János Juhász	Public transport of Miskolc	PP4	Stakeholder	x	x
Viktória HoldineVarga	Municipality of Miskolc	PP4	Financial Manager	x	x
Nikolett Szalai	Közlekedés Ltd.	PP4	ITRE Expert	x	x
Ádám Berki	Közlekedés Ltd.	PP4	ITRE member	x	x
Arpad Horanszky	Municipality of Miskolc	PP4	Project Manager	x	x
Stadler Reinhold	GEA S&C (CIVITTA Romania)	PP5	ITRE Expert	x	x
Rodica Ciurte	Zalău city hall	PP5	Stakeholder	x	x
Marius Ninuc Mărincean	Bistrița city hall	PP5	Stakeholder	x	x
Gergely TOROK	ADR Nord-Vest	PP5	Project Manager	x	x
Angela Man	ADR Nord-Vest	PP5	Financial Manager	x	x