SMART-MR
Interreg Europe

European Union
European Regional
Development Fund

2ND WORKSHOP REPORT

"Creating a regional sustainable mobility plan"

Rome 21-22 March 2017

CONTENTS:

THE WORKSHOP - Description

The workshop in Rome on creating mobility plan has aimed to enable the exchange of experiences among the various partners participating in the project, representing metropolitan areas with different characteristics, regarding the number of inhabitants, urban planning and legal configuration. Starting from the data collected in the inventory about the crucial theme of “creating a mobility plan”, the major issues were identified, to be detailed in direct discussion between the partners during the workshops and the working tables provided.
The meeting was organized in three sections: plenary sessions with speeches from partners and experts; two session of working tables for small groups; and a “site visit” to the most important intermodal node of Rome, Tiburtina station.

a) Interventions in Plenary sessions

The appointment in Rome opened with the official welcomes of Fabio Fucci, Deputy Mayor of the Metropolitan City of Capital Rome, Janez Nared, SMART-MR Project Manager, and Giampiero Orsini, Director of the Mobility Department of the Metropolitan City of Capital Rome.
The first morning of the workshop was dedicate, in plenary session, to a presentations of the specific local experience from all partners as introduction for the further discussion.
During the two days of work in the plenary sessions, was given the occasion to hear the speeches of some Italian expert: on March 21th Prof. F. Filippi from CTL University of Rome “Sapienza” presented the experience of planning in the Lazio Region with a focus on “Changes in the Sustainable Mobility Plan”; on March 22th Luigi Costanzo and Alessandra Ferrara from ISTAT (National Institute of Statistic) they speak about data needs in planning, title of the intervention: ‘Towards a fact-based planning of sustainable mobility’; Andrea Pasotto from the Mobility Agency of Rome he talk about ‘Plans and instruments for a sustainable planning in Rome’; Gianluca Canali, Cristiano Stifini and Gian Luca Naso from ATAC, the Public transport company of Rome, presented an intervention about the experience in the city: ‘Intermodality and major events: the Experience of Atac”.

b) Working tables

To discuss in small group the most relevant topics emerged from the analysis of the 2nd Inventory, two major issues have been identified: 'Preliminary Actions for Making Sustainable Mobility Plan' and 'Improving the Quality of a Sustainable Mobility Plan'.
Two session of working tables were organized: each session was divided in two set of questions and were organized four discussion groups (named with colors: red, yellow, blue and green) that were working contemporarily around four tables. Two groups discuss one set of questions and another two groups the second set of questions.
To have at least one representative of each partner and stakeholder in each table, the list of participants of tables was already been proposed: when people arrived at the workshop they know on which table (associated to a specific colors), they have to seat for the two sections.
After a first round (half hours) with a set of question propose, people moved to a different table to answer to different set of questions.
The results of the working tables were summarized and presented by facilitators, to be discussed, in two plenary sessions.

b).1 – Workshop tables 1st session: 'Preliminary Actions for Making Sustainable Mobility Plan'
Tuesday 21 March

The workshop session 'Preliminary Actions for Making Sustainable Mobility Plan' addresses two sets of questions: 'Data as a Tool for a "Tailor Made" Mobility Plan' and 'What factors influence planning'.

YELLOW TABLE - 2 sections Facilitator: Roberto Pomettini - Assistant: Antonella Perinelli
RED TABLE - 2 sections Facilitator: Serena Pascucci- Assistant: Gianluca Luciani
1st set of questions - Data as a tool for a "tailor made" mobility plan

- How and to what extent has data contributed to define scenarios and vision of the future mobility?
- What data are missing for a more effective planning? Has your organization taken into account big data?
- Have models been elaborated to evaluate sustainability of plans and measures?
- Do you use innovative methods and/or techniques for collecting and analysing data?

GREEN TABLE - 2 sections Facilitator: Renzo Liburdi - Assistant: Eleonora Formaggi
BLUE TABLE - 2 sections Facilitator: Raffaella Fomini - Assistant: Paola Testa
2nd set of questions – What factors influence planning?

- Are strategies to reduce travel demand taken into account in the planning phase? How and what are the measures taken into consideration?
- What is the appropriate level of detail for a mobility plan?
- What time period should cover the mobility plan and how often should it be updated? What is the link between vision and time frame?
- Are non-residents (i.e.: commuters, tourists, etc.) taken into account in the planning process? How?
- How mobility planning is integrated with financial planning? (e.g.: trough cost-benefit analysis, etc.)?

b).2 – Workshop tables 2st session: 'Improving the Quality of a Sustainable Mobility Plan'.
Wednesday 22 March

This workshop session was related to two sets of questions about the possible interventions to improve the result during the implementation of a mobility plan: 'Monitoring and Evaluation' and 'Learning from experience: innovative solutions'

YELLOW TABLE - 2 sections Facilitator: Roberto Pomettini - Assistant: Antonella Perinelli
RED TABLE - 2 sections Facilitator: Serena Pascucci- Assistant: Gianluca Luciani
1st set of questions – Monitoring and Evaluation

- Does the mobility plan include a set of indicators allowing to assess its efficacy over time?
- Are there best practices in order to effectively measure customers/users satisfaction?

- What instruments/tools can be envisaged to allow the adaptation/update of the plan during the implementation phase?
- To what extent previous plans have been implemented?

GREEN TABLE - 2 sections Facilitator: Renzo Liburdi - Assistant: Eleonora Formaggi
BLUE TABLE - 2 sections Facilitator: Raffaella Fomini - Assistant: Paola Testa

2nd set of questions – Learning from experience: innovative solutions

- What have been the most useful/successful tools in implemented plan that allowed to reach set targets and objectives? What have been the less effective tools and why?
- Can you suggest some innovative tools from previous experiences, also with the aim to improve resilience?
- What are some unexpected results/consequences of the measures or technological innovations introduced in the plan?

c) SITE VISIT: Tiburtina Station

The SMART MR Rome Workshop agenda of 21st of March proposed a site visit in one of major Intermodal nodes of the Italian Capital: Roma Tiburtina.
During the early afternoon the partners group and experts were brought directly in the area by metro (ATAC B Line), where Mr. Cristiano Stifini (ATAC) and Mr. Ernesto Puntillo (RFI) carried out a short description of site history, infrastructures, connections and operational info. From Tiburtina metro station the group moved to the near TIBUS Station, the terminus of middle-long-distance buses, with national companies operating towards many Italian regions, and international companies connecting with other EU countries.
Roma Tiburtina railway station is the second main station of the capital, and is located in the east side of Rome. The station has been deeply renovated in the last years, and offers different connections with several areas of the city. Here following PT services in the area:

- Metro Lines;
- Local train (urban stations);
- Regional, national and international trains;
- High speed trains;
- Direct Connections by train to Fiumicino Airport;
- More than 20 urban buses lines ATAC;
- Extra-urban bus lines from public company COTRAL and private company;
- Parking areas, with some free places.

1. REPORT ON WORKSHOP 1st SESSION: 'Improving the Quality of a Sustainable Mobility Plan'.

- Key findings from the two section on the question: *Data as a tool for a "tailor made" mobility plan*

- Data on mobility is often collected periodically but is always important for planning.

Data contribute to define scenarios and vision of future mobility, that is the reason why, is important to systematize data, providing a correct knowledge and use.
Systematize data means to organize them to promote the communication between all different authorities collecting data about mobility, traffic of people and freight: including either all different organizations at public level (state/local/regional) either all private companies dealing with mobility data (e.g. transport companies, telephone companies).

- Big data are taken into account almost everywhere but are difficult to manage in terms of how to store it and analyzing it: the more data you have, sometimes the harder it can be to find true value from the data.

Sometimes big data users think they have found a "shortcut", but in reality, it is not exactly what they were looking for.
The use of big data has caused privacy and security concerns. Although our data capacity is growing exponentially, we have imperfect solutions for the many security issues that affect even local, self-contained data. The more information we have, the more likely it is that it includes personal or sensitive information. Big data can enable invasions of privacy; as a result, organizations that own data are legally responsible for the security and the usage policies they apply to their data. An important consideration in relations of "privacy policies" is that legal requirements vary from country to country, and it is necessary to comply with the policies of the countries you are dealing with (even in terms of collecting and using data).

- Is important to…

- Promote the use of social networks to collect data and understand people mood and behaviors ("we are not counters, we are users!").
- Introduce the concept of "city users" (missing data): people going regularly to a city where they are not resident, for work, for use services or simply to go shopping; to be able to manage data related to them.
- Introduce a congestion tax system (Goteborg Experience), aiming at reducing floating cars.

Models are elaborated to understand, manage and analyze transport data. Modelling is also used to calculate a probable future situation and forecasting future traffic demands.

- Consider the sustainability not only environmental but also in a social and economic sense.
- Focus on the needs of people not on the needs of transport system.
- Collect and manage geo-referenced data, to analyze and keep geographic information.

- Key findings from the two section on the question: *What factors influence planning?*

- Monitoring the efficacy of a mobility plan using a set of indicators is relevant. Indicators should be easy to be updated and cheap to manage, to access it easily.

Important is to promote flexible plans of mobility everywhere, to be able to modify it over the time. A complete implementation of a plan it is very difficult sometimes because the contest often change during the implementation phase, also for administration and political strategies that is one of the reason why a plan should be easily modified over the time.
Multidisciplinary approach is needed for mobility planning (behavior, mind, social opinion, social impact, present and future vision). We cannot think on mobility on the strict sense.

- Monitoring numbers of passengers that use bus or metro by tracking data whit electronic ticketing or by automatic counters is relevant.

To effectively measure customer/user satisfaction the instrument of surveys on service and travel quality is the system used. Is a good practice to promote the use of specific software to analyze the opinions and the filling of the citizen about the transport services in the social network, even if the result of this "social surveys" must be considered only helpful, not statistically significant.
Surveys should measure the general view of people (attitude), not only the ones of public transport users. To promote an independent authority in charge of quality surveys is a suggestion for the future

Is important to…

- Know the "attitudes" of people not only the "behaviors" to find solution for the mobility planning.
- Concentrate on "accessibility" as a very important new way of taking care of the mobility problems, because it deals with reducing the need to move, not with the increase of vehicles and services
- Include a "professional" (even a body) in charge of "exchange of experiences" on the matter of mobility planning, to deal with all the actors in planning and to promote communication and collaboration.
- Introduce the concept that all actors managing planning are "not builders but planners".
- To promote the feeling of "trust" at a political and civil servant level

Example of good practices:

- In train line, using an App, passengers can advise the operator about good or bad habits, daily problems (noising people, passenger misbehavior). This system can offer ideas in term of customer satisfaction, suggest solution in terms of solving commons problems. Can also be a useful tool for transmitting alerts to the crew.
- Promotional campaigns for specific targets (students, teenagers, urban city centers) to reduce the risk of accidents on roads and traffic (Drink and Drive Campaign, experience of Porto).
- Through the help of public campaign: promoting the idea of meeting people on public transport, considering it safe and reliable.

2. REPORT ON WORKSHOP 2nd SESSION: *'Preliminary Actions for Making Sustainable Mobility Plan'*

- Key findings from the two section on the question: *Monitoring and Evaluation*

• We can improve the mobility and consequently also the accessibility through:
- The reduction of travels and of distances and in particular:
- Replacement of movements: for instance, using the Internet to substitute a physical travel with a virtual one for several services (like public offices, banks, hospitals, etc.) or with smart-working;
- Planning of land use to spread services and work places to place them nearer to home.
- Modal transport change, for instance placing urban settlement nearer to public transport hubs.
- Make use of new technologies: i.e. smart tickets by mobile phone
- Reduce car demand changing the modal split using congestion tax, reduction of parking slots.

• Metropolitan plan gives a framework for the local plan. The level of detail is linked to the planning level and to the territorial scale, from metropolitan area plan to implementation plans: strategic plans are not so detailed then the local plans. These more detailed plans may also include guidelines to work project. Land planning is a key factor; the coordination and the integration of the mobility plan with other plans (financial, local and land planning) are also important: each responsible authority and plan should take into consideration the other planning level.
It's important that regional plan has enough details to be implemented in the local plan.

• Mobility plan has to be updated every 5/10 years but actually it's a "dynamic plan" that can be updated if there are important changes (technology, political election and so on).

• The mobility plan should takes into account daily commuting, not touristic flows: the main question is commuting, not the tourists, because the commuting flow is much stronger than all the other.

• Financial agreement may be used to push some policies.

• Cost-benefit analysis can be used but care must be taken to focus the variables to be taken into account

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- Key findings from the two section on the question: *Learning from experience: innovative solutions*

The most useful plan tools (in the planning phase) are:
- Modal transport change:
- Facilitate public transport and dissuade using personal cars;
- Improve pedestrian and bicycle ways;
- Local regulations to slow down car flow, to pedestrianize old town (historic core of the city), to reduce the emissions, to increase the safety of citizens.
- Increase passenger load factor:
- Increase passengers on each car, with company car park facilitations given by the mobility manager;
- Use bus of different sizes.
- Improve traffic flows.
- Gradual and flexible implementation (for instance, new measures used as pilot actions).

- Create technical organization inside the public administrations that implements the plan, also to give a continuity to the plan itself (even if there is a political change).
- Good communication and participation: on a more strategic level, participatory process is important (participation has always a back side: collaboration never ends!);
- If the implementation of a measure is positive in the aggregate but harmful to some groups, the plan should exactly work out how to compensate them.

The most ineffective plan tools are:
- Increasing the primary roads;
- Using intermodal nodes only as park and ride.

The most useful plan measures (in implementing the plan) are:
- Set up Limited Traffic Zone (Oslo is experimenting “no parking” in city center, after borrowing to users portable bikes to promote bus transport; Ljubljana set up pedestrian and bike zones in the city center).
- Extended area where you have to pay for parking (eliminate free parking zone in the city center and introduce sharing system - Barcelona), high price for parking,
- Improve quality of public transport together with more parking area (and different type of parking area).
- High speed trains in the city to improve public transport; as a consequence, some offices decide to move out of the old town, near the hubs (easier to reach).

The less effective plan measures are:
- To build new main roads and/or improving the capacity of roads (vicious circle) doesn’t work;
- Public transport is not near to parking area;
- Insufficient public information about car sharing services often prevents widespread use;
- Parking bollard in Barcelona (residents are satisfied but the businessman are not happy about this experience) because they create congestion around the block;
- Underground parking slots around city center because increase the congestion near the center.

The innovative tools to improve resilience are:
- Focusing on different principles, changing the attitude to modify the behavior;
- Great care in the intermodal nodes planning.
- Modal integration as a way to reduce the use of private car.
- Reduce soil consumption when you build new parking slots (permeable materials).

The innovative measures to improve resilience are:
- “on demand” public transport system (free of charge) in pedestrian areas.
- Free parking for electric cars.
- Importance of real time information about public transport to the passengers.
- Motorbike parking outside pedestrian path; in the future, also motorbikes will pay.
- Integrated ticketing system on mobile phone
- Participatory process and inclusiveness is also key factor to improve “resilience” of people.

Unexpected results:
- Limited traffic zone increases use of motorbikes.
- Limited traffic zone reduces traffic also when they are open.
- The introduction of lifts in metro stations increases the number of all type of users (not only of users with physical disability).

3. COMMENTARY

The aim of the workshop “Creating a regional sustainable mobility plan” was to share experiences among metropolitan regions partner of the project, to search for good practices and possible exchange of knowledge and to finally deepen the knowledge starting from the inventory. With regard to the factors which most influence planning is the integration of the mobility plan with other type of plans (land planning, financial, etc.) and with plans at different levels (regional, local, etc.) is also essential: each responsible authority should take into consideration the other types and levels of planning. It’s also important that regional plan has enough indications to be implemented in the local plans. Each of them should be a “dynamic plan” that can be updated whenever there are important changes (technological, political election, etc.); innovative measures may be tested through gradual and flexible implementation, used as pilot actions. Another important issue is the link with financial planning; participants agreed that cost-benefit analysis can be used but special attention has to be given to variables selection.

Financial agreement may be used to push some policies; for instance, if the implementation of a measure is positive in the aggregate but harmful to some groups, the plan should exactly work out how to compensate them.

Participants agreed that strategies to increase accessibility represent an important aspect in the planning phase. Several strategies were mentioned, such as: promoting smart and tele-working, placing urban settlement nearer to public transport hubs, reducing car demand through modal split, congestion taxes and reduction of parking slots in urban centres.

It is important to systemize, providing a correct knowledge and use of data. Systemize data means to promote communication among all different authorities collecting data about mobility, traffic of people and freight: including all different organizations at public level (national/regional/local) and all private authorities dealing with mobility data (e.g. transport companies, telephone companies). Models are elaborated to understand, manage and analyze transport data. Modeling is also used to calculate a probable future situation and to forecast future traffic demands. With regard to innovative methods and/or techniques for collecting and analyzing data, two important issues arose, such as the use of social networks to collect data and understand people mood and behaviors and the importance of introducing the concept of “city users”. City users are people going regularly to a city where they are not resident, in order to work, to use services or simply to go shopping.

Participants mentioned also some ineffective tools and measures such as: using intermodal nodes only as park and ride; building new main roads and/or improving the capacity of roads (because it creates a vicious circle); introducing underground parking slots around city centre because it increases the congestion near the centre, if they haven’t been studied in an appropriated way.

Some suggestions were gathered about measures/tools to improve resilience. Participants agreed on the importance of focusing on reducing soil consumption (for example, through the construction of parking slots with permeable materials), modal integration (integrated ticketing system on mobile phone, etc.), “on demand” public transport system (free of charge) in pedestrian areas, free parking for electric cars, real time information about public transport to the passengers.