

RIMINI'S FUA PILOT ACTION

D.T3.3.1.

VERSION FINAL

52020





DOCUMENT CONTROL SHEET

Work-package	WP T3		
Deliverable	D.T3.3.1		
Version	FINAL		
Document History	Version	Issue Date	Distribution

Classification - This report is:									
Draft	<input checked="" type="checkbox"/>	Final	<input type="checkbox"/>	Confidential	<input type="checkbox"/>	Restricted	<input checked="" type="checkbox"/>	Public	<input type="checkbox"/>

Partner owning	Municipality of Rimini
Main editor/s	Donata Bigazzi
Partners contributed	Donata Bigazzi
Made available to	All partners





Table of Contents

1. FUA	Errore. Il segnalibro non è definito.
1.1. Description of FUA.....	3
1.2. Basic Mobility Situation.....	3
1.2.1. Modal split and target values	3
2. Pilot action.....	4
2.1. Description of pilot action	Errore. Il segnalibro non è definito.
2.2. Implementation of pilot action	4
2.3. The facts	5

List of Tables

Table 1: Modal split for Rimini FUA.....	4
Table 2: Activities implemented.....	5
Table 3: Facts about Rimini’s pilot action.....	5



1. Rimini's FUA

1.1. Description of FUA

Rimini's FUA is composed by the Municipality of Rimini (considered the core as the main intermodal hub) and 7 "satellite-areas": Municipalities of Bellaria Igea Marina, Riccione, MisanoAdriatico, Cattolica, Santarcangelo di Romagna and Verucchio (Province of Rimini - Italy) and the Republic of San Marino (14 kms far from the city centre of the core area).

In the Functional Urban Area there are:

- Two railway lines and 11 stops managed by RFI group (Italian State Railway Group);
- One airport: the "Federico Fellini" airport that is 8 km far away from the city centre of Rimini, in the southern part of Miramare district;
- Seven port harbour in the Province of Rimini;
- One cableway in the Republic of San Marino;
- About 55 public transport lines (54 bus lines and 1 BRT);
- More than 250 km of cycling lanes.

In the Functional Urban Area, 4 main street can be light up (excluding the highway which is 29 km long) and these streets connect all the urban centres in the FUA area but the greatest number of accidents are on them:

- SS16 Adriatica: provincial street runs parallel to the coast;
- SS09 Emilia: the historical road that connects all the main city in the Emilia Romagna Region from Rimini to Piacenza;
- SP258 Marecchiese: the provincial street starts from the centre of Rimini and arrives at Verucchio all along Marecchia river;
- SS72 Consolare Rimini-San Marino/Superstrada San Marino/Strada Consolare: state and local streets connect Rimini to the Republic of San Marino.

1.2. Basic Mobility Situation

The main goal of Rimini FUA is to improve public sustainable mobility. For this reason the Region Emilia Romagna planned a special infrastructural plan (PRIT 2025), also a new restyling of Via Emilia SS16 the main provincial street, is previewed, as a matter of fact ss9 is used as urban street instead of provincial one. An improvement of LPT is planned in Alta Marecchia, a hill territory of Rimini Province. A new connection with high way A14 is thought from E45 bypassing Rimini city. The use of private cars (65 cars/00 inhabitants) and motorcycles (24/100 inhabitants) is high in Rimini province. In Rimini province there are 145.000 inhabitants and commuters give birth to 70.000 systematic movements, and 1200 of these are directed to other municipalities, in Particular Rimini 12.000 movements are from the city and 22.000 toward the city of Rimini.

1.2.1. Modal split and target values

	2019	2025
The share of pedestrians	5%	20%
The share of bikes	9%	20%
The share of public transport	13%	15%



The share of cars	74%	45%
-------------------	-----	-----

Table 1: Modal split for Rimini's FUA

2. Pilot action

The change of Pilot action is in the field. Rimini Initial Pilot Action consisted promoting the use of train and to transform the line Rimini – Ravenna in a Coastal metro, useful to citizens and tourists too. The previous pilot action cannot be carried out as planned, as a matter of fact it's impossible to transform this regional railway connection into a surface metro for commuters'/tourists trips. Actually the timetables of trains do not match with the timetables of students and workers. *Rimini's pilot actions focus on bike transport and carpooling by an awareness-raising campaign in cooperation with neighbouring towns and the High Schools in Rimini. The school or company with the highest amount of km by its commuters will have some grant in several shops in the city of Rimini..*

The first pilot action on bike transport developed from January 2019 till April 2019, it was a special competition among 7 high schools in the Region Emilia Romagna and 1 in Region Marche had become effective. The competition was supported by a telecast show named LA CAMPANELLA, on a local TV channel. The use of local telecast gave a great visibility to this pilot action and it creates a lot of followers in the field of sustainable mobility.

The second pilot action focuses on carpooling; the idea to use car pooling is referred to the possibility to decrease the car flow in front of School center and to offer young people a new, interesting, comfortable and social trip modality. Car sharing has two advantages the first one is to occupy free places inside a car, that would be in motion anyway, and the second one is to free streets from several cars, as a matter of fact by car pooling a lot of drivers become passengers. The result is the spare of energy and resources: in Italy in 2016 thanks to car pooling 31.913 tons of fuel and 47.656 tons of CO2 were spared. The 2 pilot actions bike challenge and the car-pooling will take part in a Rimini district called Viserba, in which the Northern school center is placed. In this part of the town of Rimini there are a lot of schools for students of several ages from 3 to 19 years old, and 5000 daily commuters (students, teachers and workers) move predominantly by car from Rimini center and nearby municipalities in Viserba each day. The public transport in Viserba is insufficient both from Rimini and from nearby municipalities.

2.1. Implementation of pilot action

The difficulty is linked to the development of the second pilot action on car-pooling. The Municipality bought the use of the app called Up2go, to use carpooling and to collect data. The advertising campaign was realized by High schools in Rimini and the app was presented to schools and citizens on 5th February 2020. The use of app lasts one year from 5th February 2020 till 4th February 2021. Unfortunately after the launch of the app, the arrival of Corona Cod19 Virus in Italy stopped all activities both advertising and the use of the app. We delayed the use of the app from September 2020 when Italian schools restarted, but above all we integrated the app with smartworking, so now the app can record the hypothetical trip from home to work and calculate the spare of CO2.

Activity	P4	P5	P6
Name the activity	Dec 2018 - May 2019	June 2019 - Nov 2019	Dec 2019 - May 2020
	Check x when it was implemented	Check x when it was implemented	Check x when it was implemented
Bike challenge	x		
Car pooling		x	x



Table 2: Activities implemented

2.2. The results and effects of the pilot action

The new pilot actions suit the desires of commuters. Besides the pilot action is linked to a new competition called PRIMUS for the year 2020, promoted by the Italian Ministry of Transport in order to enhance sustainable mobility. The pilot action will make a change in stakeholders' habits.

2.3. Sustainability and transferability of pilot action

The sustainability and transferability of our PA is linked to Rimini's Fua, that includes 25 municipalities, so the actions can be replayed easily in all Rimini Province territories.

2.4. Lessons learnt

The learnt from our pilot actions dwell with the involvement of stakeholders, with the possibility to involve students in each point of the action, as a matter of fact students were involved at first during the advertising campaign too. Another lesson is linked to the participation of other municipalities belonging to Rimini's Fua

2.5. The facts

Location of pilot action	Rimini
The cost for implementing pilot action	75.765,60 €
Partner contribution	
EU co-financing	
The result	N.1 pilot action on bike challenge from January till april 2019 N. 2 pilot action on car pooling challenge: a Car pooling service for public employees and high schools in Rimini Province
Duration of pilot action (temporary or permanent)	An year from 5 th February 2020 till 30 th October 2021
Contact for further information	www.comune.rimini.it

Table 3: Facts about Rimini's pilot action



3. Conclusions

In both Rimini pilot actions we consider to use an app to join commuters, through it passengers of car pooling and bikers thrust in the service and in themselves too.

The final prize of the bike challenge and car pooling will be a prize offered by shops in Rimini, there will be 30 little prizes made of a bag containing a metallic water bottle (to abolish the use of plastic material) and a T-shirt, and 7 big prizes of about 50 euros each offered by shops participating at our pilot actions.

The innovativeness of Rimini pilot actions is in the possibility to generate opportunities of collaborations among commuters in racking up “a trust capital”, unimaginable until a few years ago. This action run towards a new phase of sharing economy and towards peer-to-peer exchanges

4. Photos

Add 3 photoes about the finished PA.

PHOTO 1



Figure 1. First pilot action - Bike Challenge among high school students



Figure 2: Second Pilot action- Advertising campaign on car pooling



Figure 3: Poster designed by students of a Rimini High School