

THE CITY

Prato, Italy
190,810 inhabitants



With its population of over 190,000 inhabitants, Prato is the second city in Tuscany and the third largest city in central Italy.

The town lies at the heart of the Florence-Prato-Pistoia plain and covers an area of about 97 Km².

The main economic activities are related to the textile and clothing industry.

The main attraction poles are the medieval historic city centre with its monuments and churches and the museum centre of contemporary art.

The Central Tuscany Interport is located in Prato, making the city a hub for intermodal freight transport. The distribution of goods in the city, instead, is left to private firms, only managed by a few timeline limitations for delivering goods in the restricted traffic pedestrian and areas.

Incoming and outgoing trade concern especially the main roads and highways.

THE SUMP

The guidelines of the city mayor's mandate identify as a priority all strategic initiatives aimed at shaping "a different city for sustainable development", guaranteeing the right of citizens to move and carry out their family social, recreational, economic activities, minimizing impacts for the community in terms of air and noise pollution, traffic congestion and road accidents.

LONG-TERM SPECIFIC OBJECTIVES

- Meet the mobility needs of citizens
- Invest in public transport of goods and people, using less polluting alternatives
- Discourage the use of the private car, in favor of collective transport modes
- Promote soft mobility (more pedestrian and bike lanes)
- Reduce air and noise pollution
- Reduce congestion in urban areas characterized by high traffic density
- Improve the logistics and distribution of goods in urban areas.

MID-TERM GOALS

- Improve the accessibility to the city
- Improve road safety
- Optimize the existing road network to improve traffic flows
- Implement urban renovation measures
- Introduce restriction on vehicles' circulation and speed
- Improve systems of modal mobility
- Promote road safety education initiatives and awareness campaigns of alternative mobility for citizens
- Support initiatives educating to sustainable mobility at school.

MAIN IMPLEMENTATION FEATURES

Context analysis

Socioeconomic analysis of the territory;
Supply networks and transport services (road network, local public transport;
Intermodal hubs, pedestrian network, parking system, freights transport);
Data monitor (reduction of accidents, pollution, energy consumption);
Programmatic framework and baseline scenarios.

Measures to secure horizontal and vertical integration and participation of all main stakeholders

MIP Project (Let's Move Together Prato) is a participatory process for the definition of the mobility plan of the city. This project sees in all stages the involvement of ordinary citizens, sector operators and stakeholders: their contributions leading to the definition of the SUMP. The project has different medium and long term purposes. The process will end with the preparation of policies and guidance for the establishment of PUMS and sharing a common vision on the interventions to be made in the city. Looking to the long-term purpose, the process aims to promote, strengthen and enhance the participation and empowerment of citizens in the strategic choices of the city and the local administration, by promoting the education of active, informed and responsible citizens.

Measures to foster a balanced development of all means of transport

The current organization of transport of the city of Prato is characterized mainly by road traffic, especially with the use of private vehicles, and has strong negative consequences on the economic and social environment. With the SUMP, measures and actions will be undertaken in order to reduce the rate of motorization, to promote public transport and soft mobility.

Monitoring and evaluation procedures

For each of the specific objectives of the SUMP, specific indicators will be identified in order to check the progress and verify the achievement of the expected results.

Other key points

Participation in projects to get regional funding for interventions on road safety.

KNOW MORE

Identify and use highly technological innovative solutions applied to mobility, increasing the idea of Smart Cities to enhance the quality of urban life;

- Promote sustainable mobility as an instrument of social integration by meeting the needs of citizens from other European countries and beyond, taking into account their customs and traditions;
- Promotion of gender mobility in a context of integrated mobility, that takes into account factors related to the accessibility of services, security, time management.

Project partner



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