



BOOSTING  
URBAN  
MOBILITY  
PLANS

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# Ravenna

Territorial extension of the municipality: 652,22 sq.Km

Population: 164.854

Length of the municipality's territory: 46 Km

Width of the municipality's territory: 23 Km

Road network: 1.620 Km



Geographic  
position



## ● Main territorial features

The widest municipality in Italy

Road network of over 1,600 km of which 1,300 managed by ravenna City Council

Totally flat territory

## ● Main economic activities

38 km of coast with tourist activities and one port of call for passengers

8 UNESCO monuments

Chemical industrial district

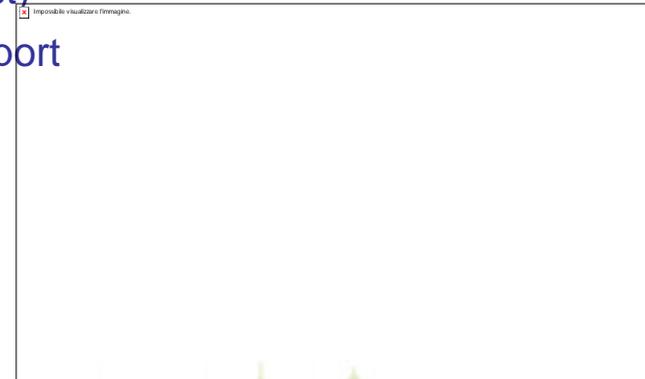
Commercial port

## ● Main poles of attraction for flows of people and freight

Seaside resorts (9 locations distributed over the 38 Km of coast)

Commercial port and businesses along the banks of the canal port

## ● Crucial statistics



General leading planning guidance the SUMP is based upon:

- EU general planning guidance and guidelines
- National planning guidance
- Regional and local planning guidance
- City's planning tools



## Long - term strategic objective

Granting all citizens transportation options that allow them to access destinations and key services;

Improve road safety conditions;

Reduce air and noise pollution, greenhouse gas emissions and energy consumption;

Improve efficiency and cost effectiveness of the transport of people and goods;

Help improve the attractiveness of the territory and the quality of the urban environment and the city in general for the benefit of citizens, the economy and society as a whole



- Long-term strategic goals

- .Reduction of traffic flows
- .Restricted circulation
- .Promotion of public transport
- .Mobility Management
- .Electric mobility
- .Freight distribution;
- .Intermodality



## ● Mid-term goals

The objectives of the PAIR 2020 (Integrated Regional Air Quality Plan) were used as the short-term goals of the SUMP as follows:

- Pedestrian areas,
- Restricted Traffic Zone
- Cycling and pedestrian paths
- Restrictions to the circulation of private vehicles;
- Enhancement of public transport;
- Infrastructure for modal interchange;
- Pedibus (walk-to-school) and bicibus (cycle-to-school) schemes;
- Mobility management;
- Electric mobility;
- Support to increased use of methane and bio-methane;
- Limitation of access to the old town centre for highly polluting commercial vehicles;
- Access of commercial vehicles to restricted traffic zones, development of projects for last-mile freight distribution and in restricted traffic zones with low-impact vehicles;
- Fllets of public entities;
- Protected bike parking stations



### ● Context analysis

*Cycling Mobility Plan*

*Parking Policies Plan*

*Urban Road Safety Plan*

*Public and School Transport Plan*

*as well as*

*Noise zoning and related recovery plans*

*Environmental profile and air quality study*

*Study of the economic profile*

*Demographic statistics*

*Tourist flows data*

*Freight flows data*

*Traffic surveys and simulations using fixed and mobile stations*



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

- Establishment of interdisciplinary work group (City Council's offices)
- Regional legislation on participation
- Establishment of negotiation table (Public Health Authority, Environmental Agency, Committes, etc.)
- Gioconda and Hakathon
- Agreements with Region Emilia Romagna
- Regional work group
- Mnistry work group
- Focus group by users' categories and Gioconda
- Thematic workshops
- World-cafè and bar-camp and final event for the delivery of of the final participation document



## ● Specific indicators

The indicators have been divided into 3 categories:

- context or performance indicators (where we are today);
- performance or intermediate indicators (where we got so far);
- outcome indicators (where we want to go).

The indicators describe the ex-ante, current and ex-post situation in relation to:

- demand and supply of mobility;
- infrastructure;
- vehicle fleet;
- environmental quality (air and noise);
- degree of accessibility;
- safety level;
- etc.



● **Specific indicators: un esempio**

**AIR QUALITY**

Sulfur dioxide (SO<sub>2</sub>)

Nitrogen dioxide (NO<sub>2</sub>)

Carbon monoxide (CO)

Ozone (O<sub>3</sub>)

Benzene

PM10

PM2,5

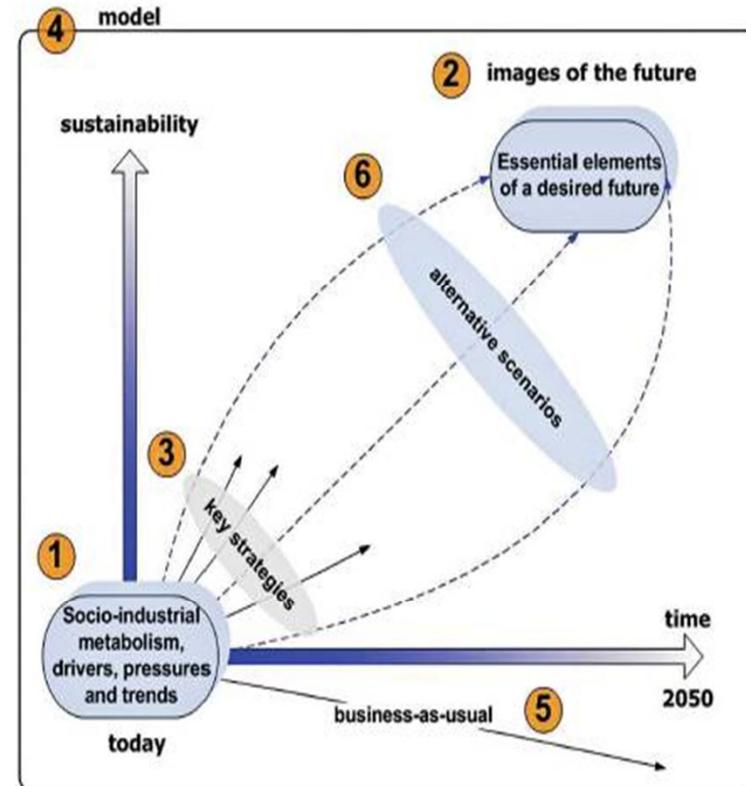
**PUBLIC TRANSPORT**

- Number of ticket sales points in the urban centre of Ravenna
- Number of ticket sales points outside the urban centre
- Number of tickets sold on board
- Automated tickets sales points in the urban centre of Ravenna
- Automated tickets sales points outside the urban centre
- Total number of bus stops
- Number of stops HC-accessible
- Average distance between stops
- Bus stops equipped for intermodal exchange
- Number of electronic signposts for infomobility
- Number of electronic signposts in the urban centre of Ravenna
- Number of electronic signposts outside the urban centre



## The SUMP Scenario construction

- How we get there
- How do you measure and model this
- What is likely to happen in business-as-usual conditions
- Which alternative scenarios are



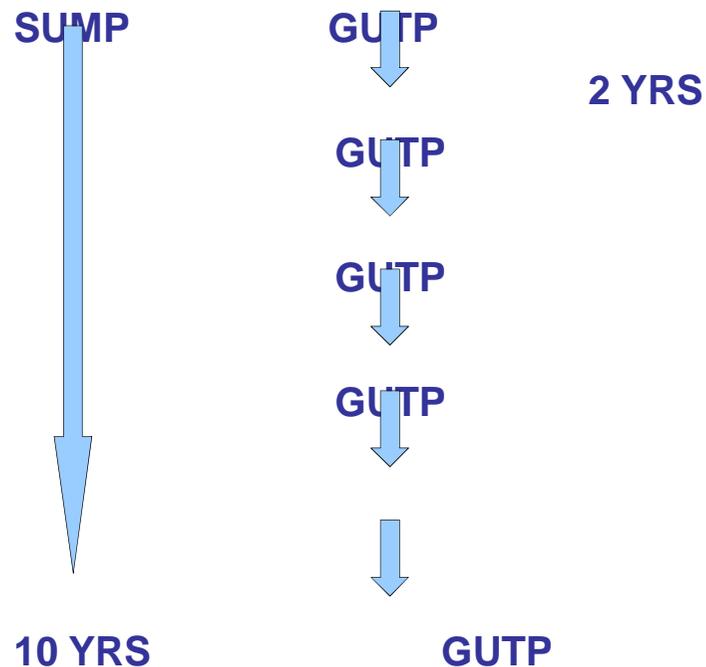
- 1) What is the problem?
- 2) Where shall we go to?
- 3) How do we get there?
- 4) How to measure and model this?
- 5) What is likely to happen under business-as-usual conditions?
- 6) Which alternative scenarios are possible?

### ● Measures and actions chosen in the SUMP to support a balanced development of all transport modes

- Upgrading and re-qualification of local public transport services;
- Interventions for modal interchange;
- Enhancing the level of road safety;
- Modal and fare integration;
- Enhancing conditions for cycling;
- Development of ITS (Intelligent Transport Systems) and Info-mobility projects;
- Mobility management policies dedicated to home-to-work trips, job tickets, video-conferencing, etc.;
- Promotion of agreements providing for the activation of walk-to-school or cycle-to-school schemes
- Restricted access and limited parking policies in urban areas and further increased in 30 Km/h areas, pedestrian areas and restricted traffic zones;
- Promoting the use of public and private electric vehicles;
- Sustainable management of goods (Renewal of vehicles for freight transport, etc.) and low-emission vehicles for last-mile freight management and in restricted traffic zones
- Dedicated measures in the port area

### ● Monitoring and evaluation procedures

Performance and results monitoring system connected with updates of the General Urban Transport Plan



A significant involvement of all relevant stakeholders was envisaged in the choice of indicators. The results will consistently be made available, since the first chapter of each subsequent update of the General Urban Transport Plan will be devoted to the evaluation of the implementation of the SUMP, therefore to the measurement of the performance and the identification of corrective measures if needed.

● Other relevant issues

- Territorial location
- SEA procedures ongoing
- EU funded projects and dedicated financing from Region Emilia Romagna
- 3-year City Council plan



#### ● Special features that make the city's SUMP particularly interesting

A city adopting a SUMP is a city that develops a special focus on the quality of the mobility for all categories of users (residents, tourists, vulnerable users, etc.) in terms of environmental quality, quality of the sites, quality of the social and economic structure of the territory and therefore a balanced view of the economy that is particularly attractive to potential investors.

Specifically, Ravenna is already working in this direction through a series of projects on:

- urban cycling and cycling mobility of tourist;
- integrated pricing (MiMuovo);
- PAU (Urbana Accessibility Plan) and PEBA (Plan for the removal of Architectonic Barriers)
- Integrated park and ride 2.0
- Safe home-to-school travelling (participatory projects)



**Thank you for your attention!**



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