

# **Progetto P.A.S.T.A REGIO-MOB**

**“Analisi delle buone pratiche di mobilità sostenibile”**

*13/03/2017 Roma*

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Mobility Agency, City of Rome

ROMA



mobilità

# The role of the Mobility Agency

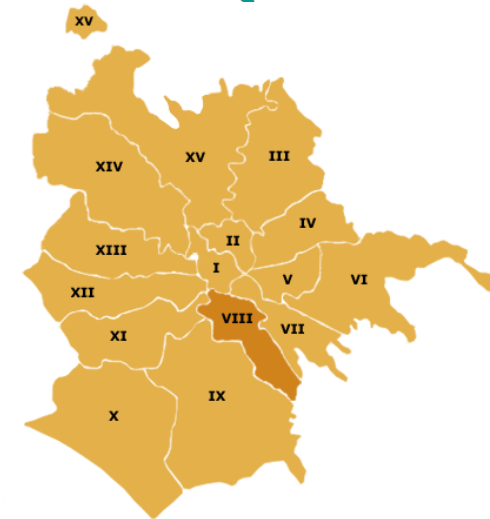
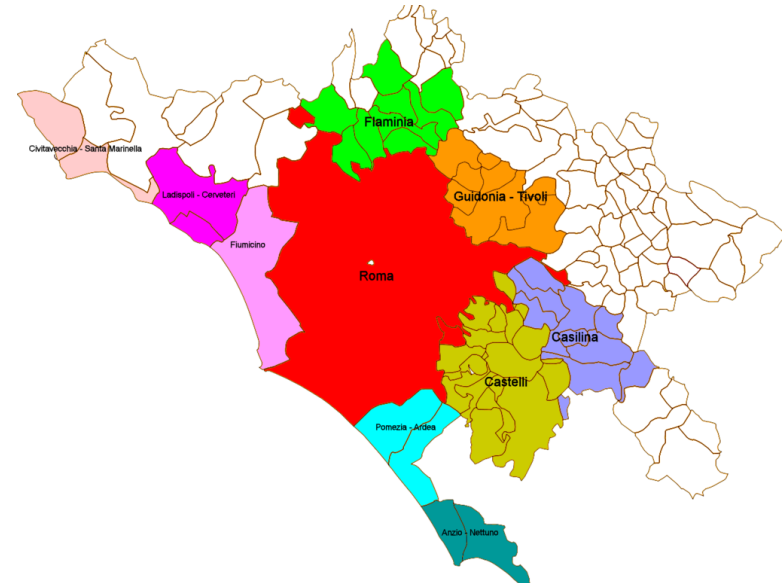
The Agency manages the bus service contracts performed by ATAC, the PT Operator in charge of metro, tram networks and 80% of surface PT

- Planning, Regulating and Controlling Mobility
- Permits and user contacts
- Development of Mobility and Road Safety Projects
- ITS tools, Infomobility & Mobility Centre
- Management of Sustainable Mobility Policies
- R&D projects (+50 from 1998)



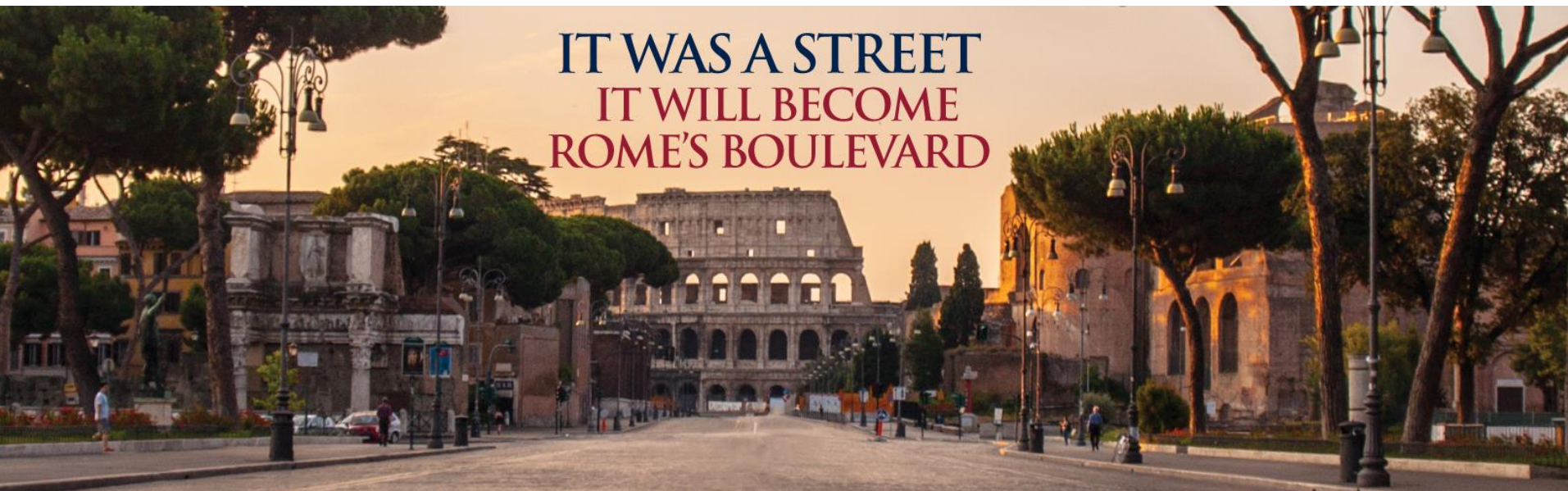
# Rome, a view on the city

- **Municipal Area** 1.285 skm
- **Population**
  - Metropolitan Area 4.400.000
  - City Residents 2.900.000
- **Road Network** 8.000 km
  - Main road network 800 km
- **Vehicles** 2.650.000
  - Cars 1.890.000
  - 2 wheels 600.000
  - Goods delivery 160.000
- **Daily Trips** 6.000.000
- **Peak-hour Trips** 670.000



# Rome, a view on the city History and Heritage

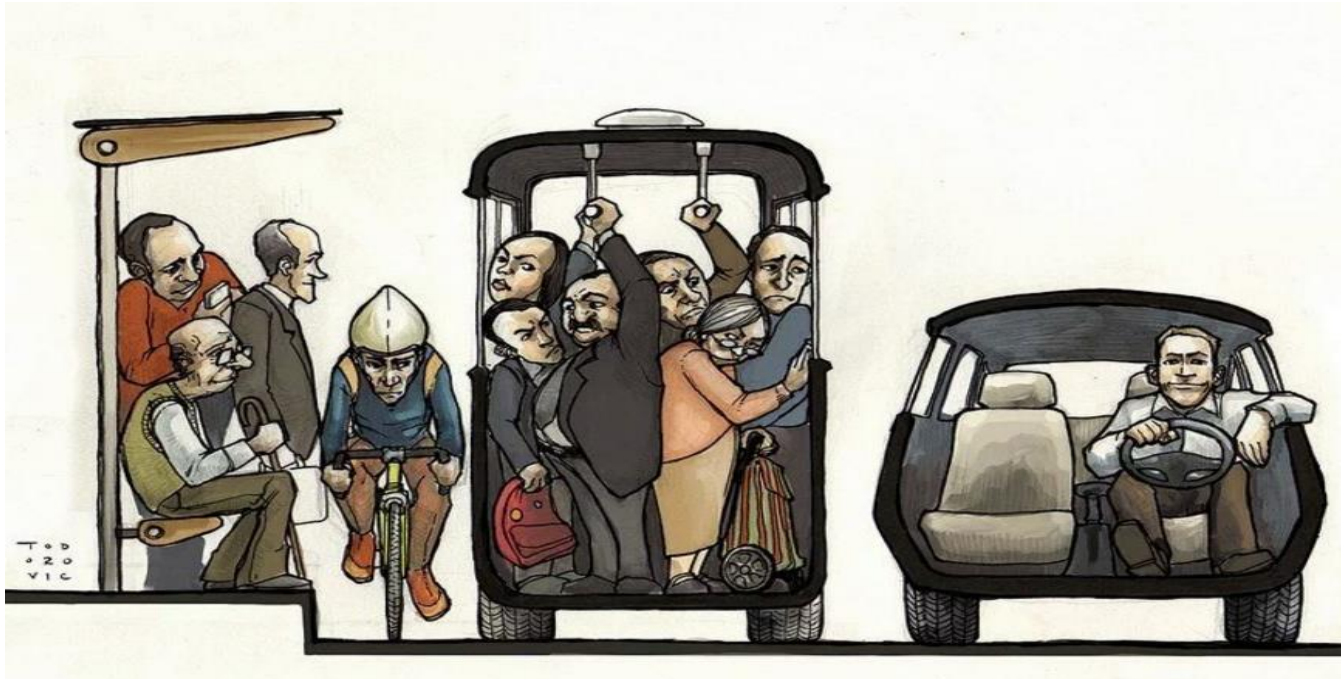
Rome will be celebrating it's 2770th birthday on Apr 21<sup>st</sup>



# Rome, a view on the city

## Cultural attitude for private vehicles

Motorization rate: 978 veh./1.000 inhabitants



# Rome, a view on the city

## Modal share

- Public transport: 28%
- Car: 50%
- Motorbike: 15%
- Walking: 6%
- Cycling: 1%



### RETE AUTOBUS URBANI

estensione rete  
in km

**2.060**

utenza:  
passeggeri giorno

**789.000**

### RETE AUTOBUS REGIONALI

estensione rete  
in km

**1.847**

utenza:  
passeggeri giorno

**167.000**



### RETE METROPOLITANA

estensione rete  
in km

**41**

utenza:  
passeggeri giorno

**713.000**



### RETE TRAMVIARIA

estensione rete  
in km

**39**

utenza:  
passeggeri giorno

**90.000**



### RETE FERROVIARIA URBANA E REGIONALE

estensione rete  
in km

**872**

utenza:  
passeggeri giorno

**547.000**

AREA METROPOLITANA DI ROMA CAPITALE: GIORNO FERIALE MEDIO

# Residents evolution in Rome

## Population 1988

2.858.000

(500.900 OUTSIDE GRA)

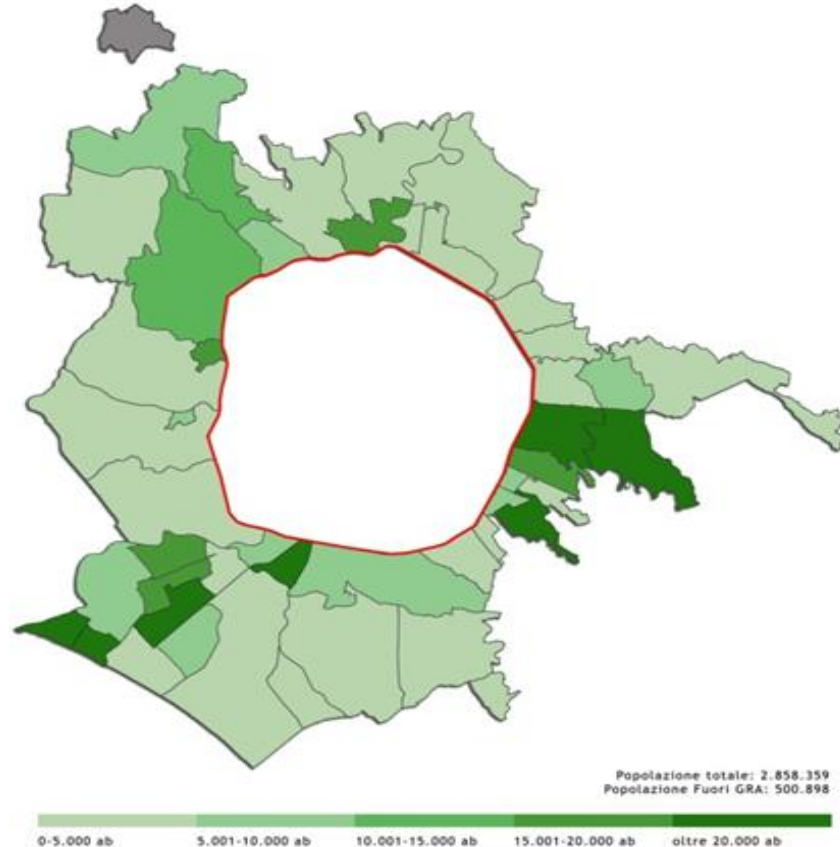
17%

## Population 2008

2.884.000

(704.600 OUTSIDE GRA)

24%



# Residents evolution in Rome

## Population 2012

2.884.000

(747.000 OUTSIDE GRA)

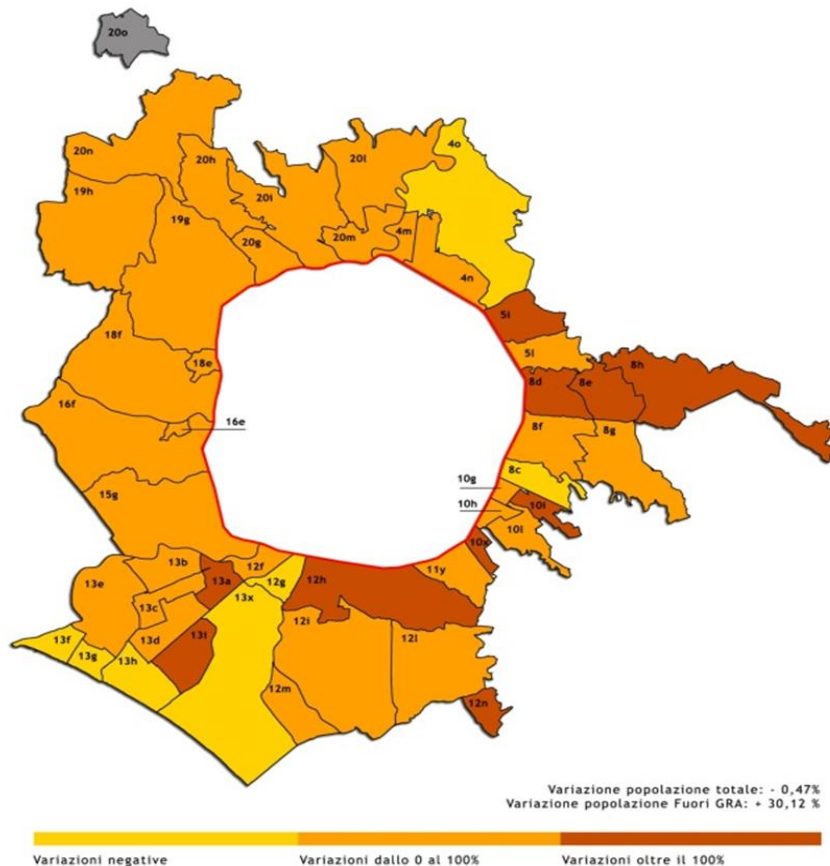
26%

## Population 2020

2.980.000

(896.000 OUTSIDE GRA)

30%





# P.A.S.T.A PROJECT #bikeit #walkit #liveit

- The EU funded PASTA project aims to show how promoting active mobility (i.e. walking and cycling) can lead to a healthier, more physically active population - saving money and more importantly improving our lives.
- The quality of our health and how we get about are closely linked. Cycling and walking and public transport use promote health in four ways. They **provide exercise, reduce fatal accidents, increase social contact and reduce air pollution.**



# P.A.S.T.A PROJECT

Seven cities will be taking part in the longitudinal survey for the PASTA project: Antwerp, Barcelona, London, Örebro, Rome, Vienna and Zürich

Our overall objectives are:

- To promote and assess active mobility
- To reduce sedentary behaviour;
- To integrate physical activity as part of our daily routine.

● Registrazione  
● Pre-registrazione



# Rome case study city

- The Mobility Agency and Roma Capitale, through the European project PASTA, encourage and promote sustainable transport policies, especially if combined with the use of local public transport.

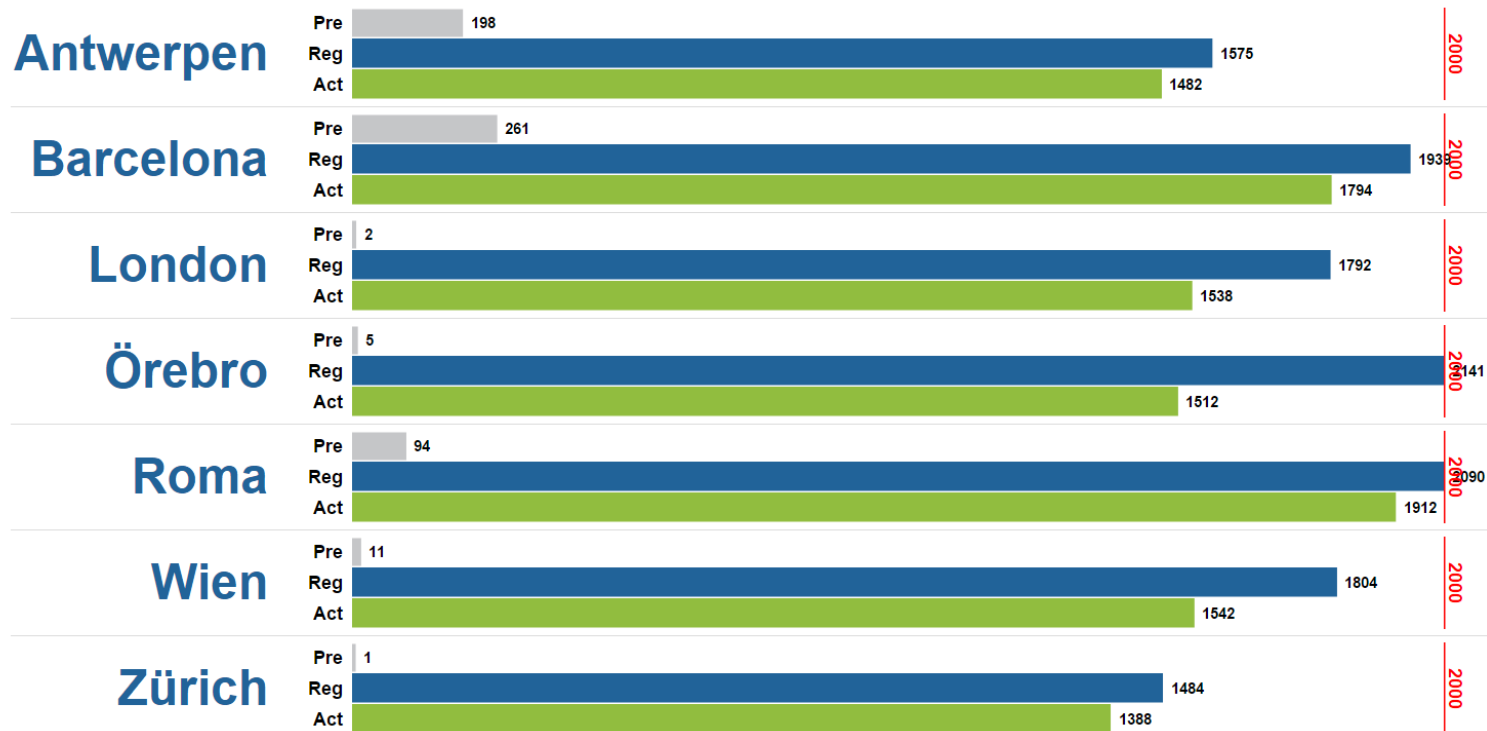


ROMA



# Rome case study city

Rome was the first city to reach the target in terms of volunteers (2090) recruited via the on-line questionnaire

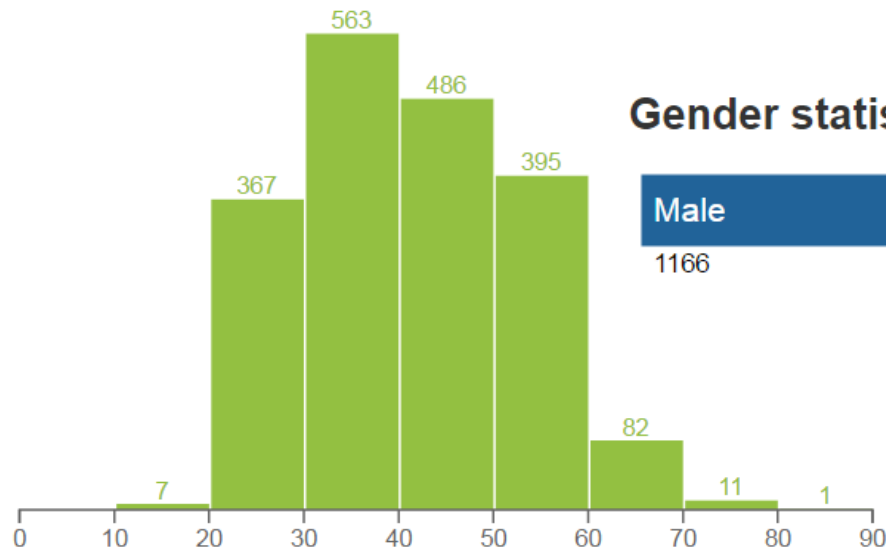


# Rome case study city

Volunteers between 30 and 50 resulted in the highest %

63,9% of males

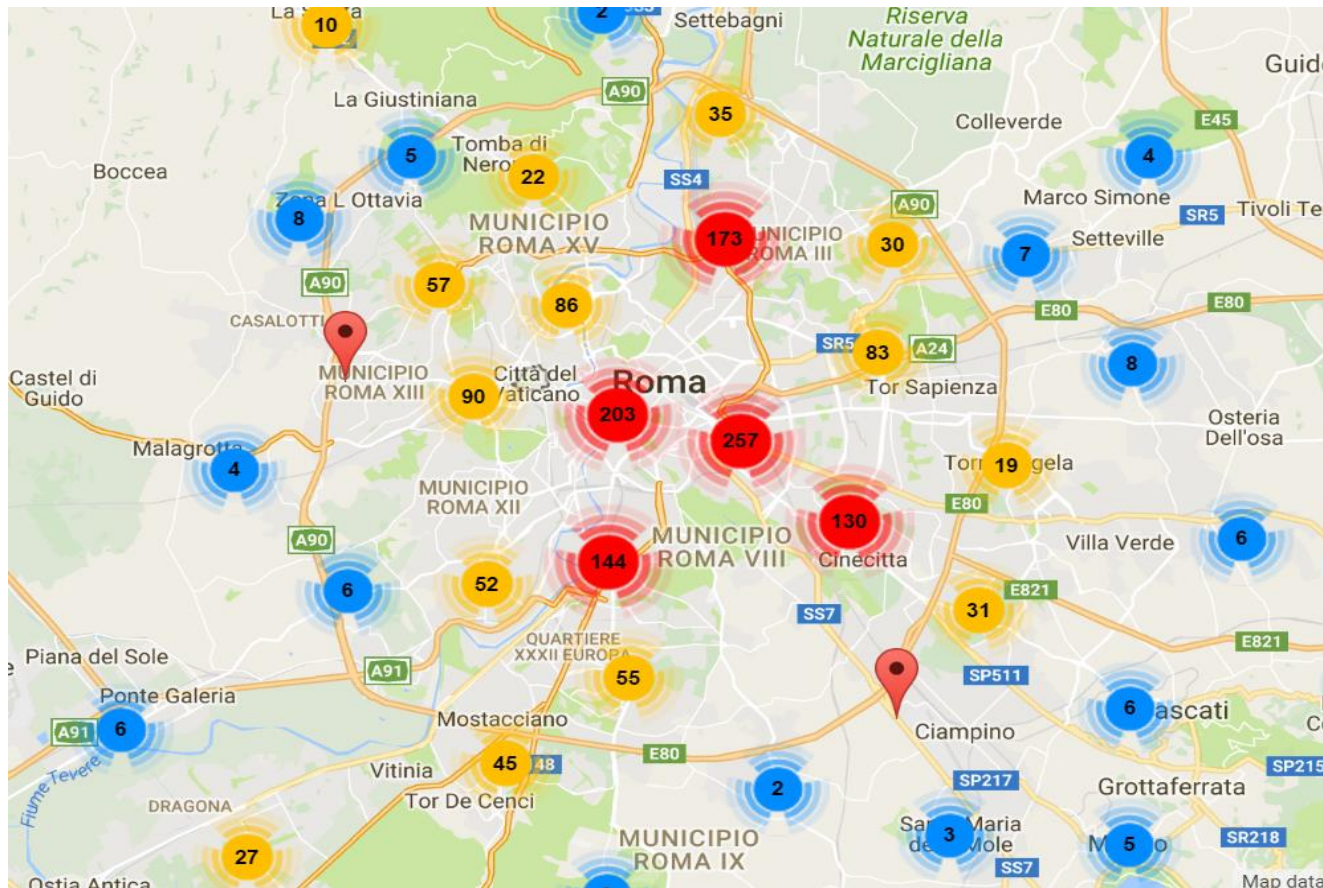
## Age distribution



## Gender statistics



# Rome case study city



## Home location distribution



The following map contains all home locations of the participants in Roma.

# Rome case study city, Top measure

Within the PASTA project the city of Rome, in accordance with the guidelines of the 2015 Mobility Masterplan, will set up **300** new bicycle racks at schools and public buildings, metro stations for a total of **3,000** bike rack slots.



# Rome case study city

This measure will be accompanied by new policies for increasing the Active Mobility in cities and the reduction of physical inactivity, which contributes worldwide (according to the official WHO data) to 3.2 million deaths a year.



**World Health  
Organization**





# Incentives within PASTA Roma

40 Tern Linkd8 to be won by the end of the project  
20 already gave out (feb 2015)



**Dissemination Strategy via «socials»  
and through events played a vital part in  
the recruitment strategy**

**@PASTARoma**

**@romamobilita**

**@francis\_rojo\_**



# Dissemination Strategy in Rome



# Dissemination Strategy in Rome



# Solid partnerships with FIR, CONI, FIAB #Romagiocasostenibile

**ROMA GIOCA SOSTENIBILE**  
**WHEN IN ROME, GO SUSTAINABLE**

Come arrivare allo Stadio Olimpico  
con il trasporto pubblico

How to get to the Stadio Olimpico  
with local sustainable transport

**RUGBY**

ROMA • STADIO OLIMPICO  
**RBS 6 NAZIONI**  
2017

5 FEBBRAIO  
ITALIA vs GALLES  
Ore 15.00

11 FEBBRAIO  
ITALIA vs IRLANDA  
Ore 15.25

11 MARZO  
ITALIA vs FRANCIA  
Ore 14.30

Awarded with the  
cycling mobility  
quality *golden*  
*label* by  
Fiab&ECF

ROMA



# Recruitment Strategy and Partnerships

## #Romagiocasostenibile #Bikeparking



50 spots available for cyclists in a dedicated bike parking nearby the Stadium

In concomitanza con l'evento "6 Nazioni", l'Agenzia Roma Servizi per la Mobilità promuove il progetto PASTA e insieme a FIR e CONI offre la possibilità ai tifosi muniti di biglietto che raggiungeranno lo Stadio Olimpico in bicicletta, di lasciare il proprio mezzo nel parcheggio situato in via L. Franchetti. Il parcheggio (attrezzato con rastrelliere per circa 50 posti) è raggiungibile anche attraverso un percorso ciclabile. Si raccomanda di assicurare le biciclette con catene e lucchetti.

Il progetto europeo PASTA (Physical Activity Through Sustainable Transport Approaches) promuove la mobilità attiva (a piedi, in bicicletta, anche in combinazione con il trasporto pubblico) e valuta i benefici derivanti dall'incremento dell'attività fisica svolta durante gli spostamenti sistematici, per capire se modificando le proprie abitudini di spostamento sia possibile migliorare lo stato di salute. [www.survey.pastaproject.eu/roma](http://www.survey.pastaproject.eu/roma)



# Recruitment Strategy and Partnerships

## #Romagiocasostenibile #Bikeparking



50 spots available for cyclists in a dedicated bike parking nearby the Stadium

# Recruitment Strategy and Partnerships

## #Bike2school Roma



PHYSICAL ACTIVITY THROUGH  
SUSTAINABLE TRANSPORT APPROACHES





# European Cycling Challenge 2016

## #PedalaperRoma



EUROPEAN CYCLING CHALLENGE #ecc2016eu

Iscriviti alla sfida europea della ciclabilità.  
Scarica l'app e fai vincere Roma.

#PedalaperRoma

DISTANCE  
**205,830 Km.**



N OF PARTICIPANT  
**1,619**

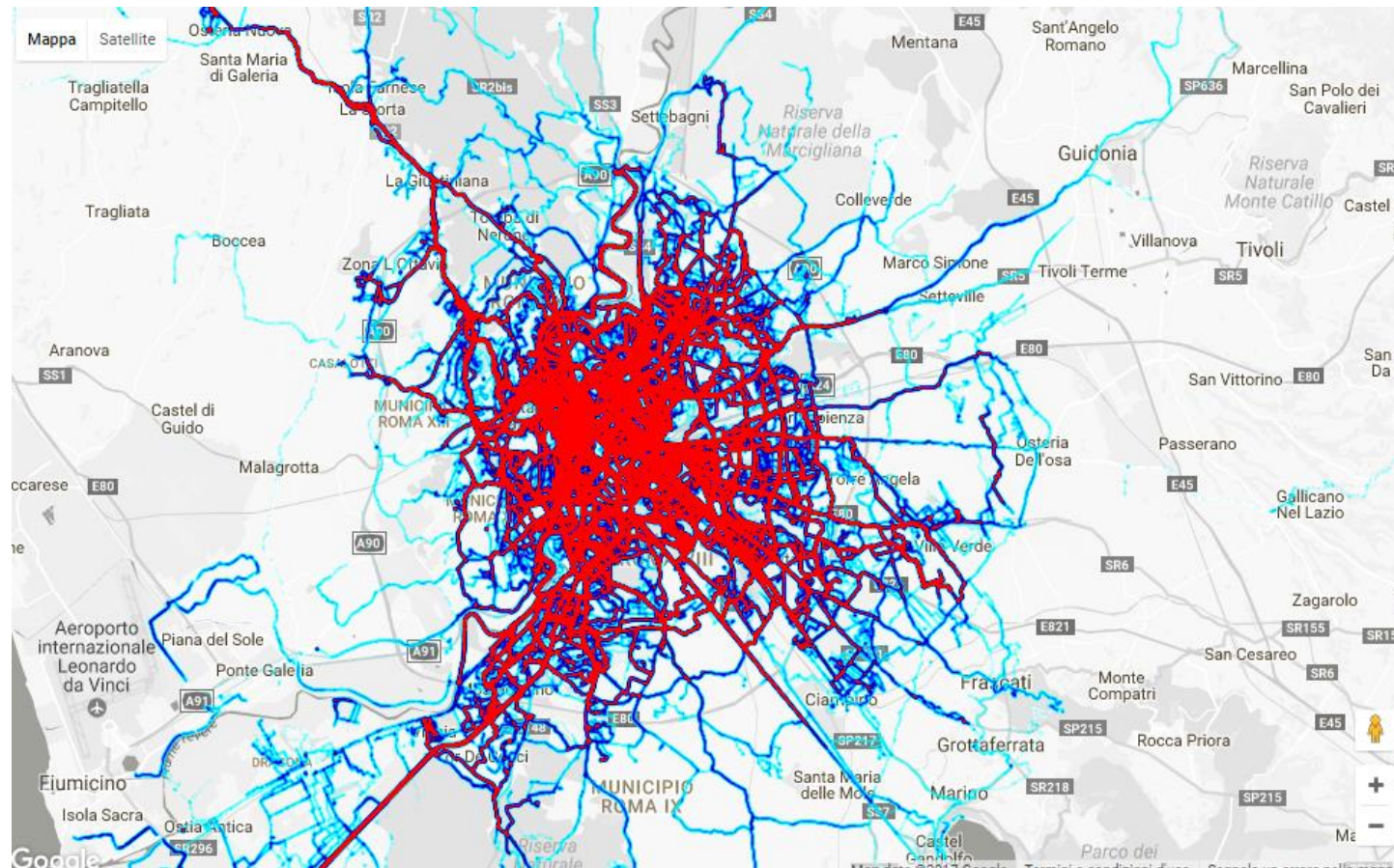


CO2 SAVED  
**41,578 Kg.**



# European Cycling Challenge 2016

## #PedalaperRoma #Heatmap



# Bike Challenge-Love to Ride 2016 #BiketoWork Promoting Cycling for Everyone as a Daily Transport Mode)



CAMPAGNA A CURA DI



ROMA



CON IL PATROCINIO DI



MINISTERO DELL'AMBIENTE  
E DELLA TUTELA DEL TERRITORIO E DEL MARE



CO-FUNDED BY  
THE INTELLIGENT  
ENERGY PROGRAMME  
OF THE EUROPEAN UNION

# Bike Challenge-Love to Ride 2016

## #BiketoWork

mobilità

ROMA

PROFILO AZIENDA/ORGANIZZAZIONE

## Roma Servizi per la mobilità

[Bike Challenge Italia 2016](#)

[Modifica dati Organizzazione](#)



**Francesco Iacorossi**  
CHAMPION

[Modificare?](#)



3%

PARTECIPAZIONE



9

SU 300 LAVORATORI  
PEDALANO



1

NUOVI CICLISTI



1,338

KM PEDALATI



130

PEDALATE



706

KM CASA-LAVORO



109

PEDALATE CASA-  
LAVORO



151

KG CO2

# Final conference 19/21 sept Mannheim



**International Cycling Conference 2017**  
19.–21. September, Germany, Mannheim, Baroque Palace

**More Information and Call for Papers:**  
👉 [www.uba.de/en/icc2017](http://www.uba.de/en/icc2017)  
Abstract submission: 16. December 2016



To improve your health you don't have to be a #superhero it only takes 150' of moderate #activity per week @EUPASTA



# Car drivers are four kilograms heavier than cyclists, new Pasta study reveals

THIS ONE RUNS ON FAT  
AND SAVES YOU MONEY...



An analysis of the data so far shows that those people who drive cars as their main form of transport are on average four kilograms (8.8 lbs) heavier than those who cycle.

# Thanks for your attention



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