



ROMA CAPITALE

Assessorato Città in Movimento
Transport and Mobility Councillor

Promoting cycling and active mobility in Rome

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EU PASTA Day - 20 September 2017

Baroque Palace, Mannheim, Germany

Rome: an Eternal City that cares for the future

The new Administration of the City of Rome is strongly committed to improving cycling and active mobility in the Capital of Italy.

We are fully aware of the severity of the existing challenges, and we are working hard to put the “Eternal City” on the right track with a set of new policies and measures.

As the City Councillor for transport and mobility (“*Città in Movimento*”), I believe that a sustainable, efficient and integrated approach to mobility will greatly benefit our citizens and visitors.

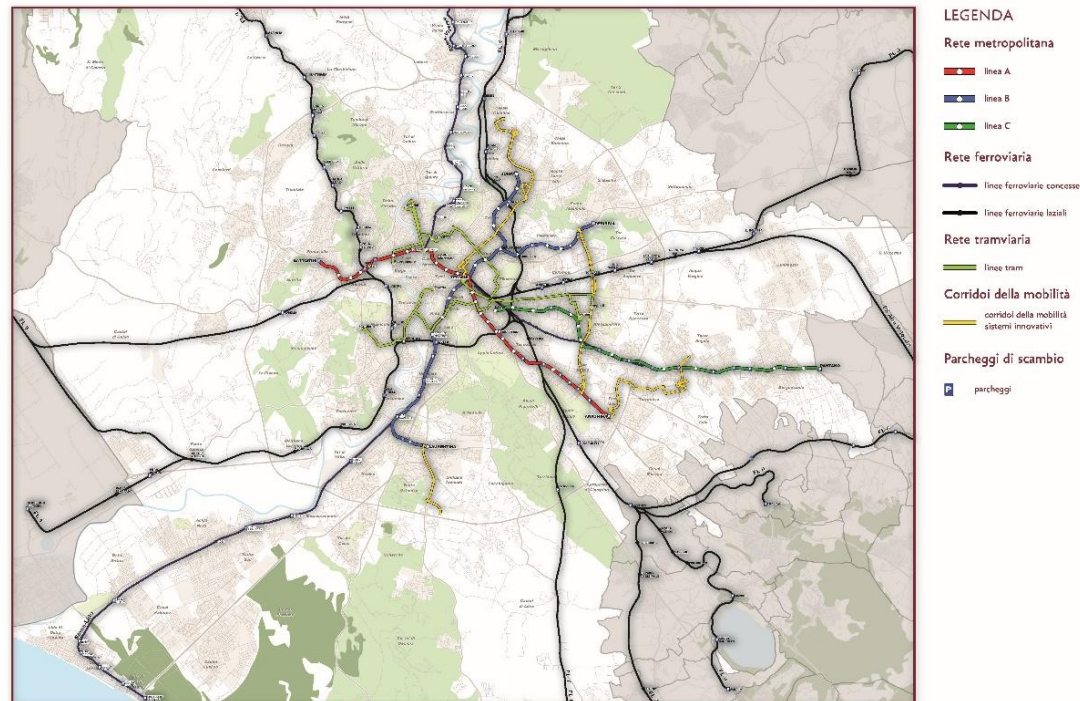


Key challenges in a nutshell: traffic & crowding

I would like to highlight some basic data on: the road network, vehicles in circulation and daily trips which may give you an idea of the context in which we live and work.

In the following slides, I will provide some information on the new approach towards cycling policies and on the active mobility measures we are implementing.

Feature	Key figure
Road network	8,000 km
Main roads	800 km
Cars	1,840,000
Motorcycles and scooters	500,000
Goods delivery vans	160,000
Daily trips	6,000,000
Peak-hours trips	670,000



Key challenges in a nutshell: *I love (only) my car!*

Rome has the highest motorization rate in the EU (840 per 1,000 inhabitants) due to the local culture: there is a strong preference for private vehicles (cars and scooters).

The modal share for cycling is the lowest in Europe (1%).

Therefore, promoting active mobility is as much necessary as challenging.

How do we move?	Share
Cars	50%
Public transport	28%
Motorbikes	15%
Walking	6%
Cycling	1%



Key challenges in a nutshell: unacceptable accident rates

The accident rate is very high: 6 fatalities and 599 injured people per 100,000 inhabitants (the national average is 5.6 fatalities and 405 injured per 100,000 inhabitants).

In total: 13,128 accidents were registered in 2015 in the urban and suburban area; 173 fatalities and 17,153 injured.

The societal cost is high (EUR 1.13 billion) in 2015 and growing.

Pedestrians → they represent 25% of total fatalities

Cyclists → the number of bicycles involved in fatal accidents is also growing

As a response, we recently introduced a 'Road Safety Programme'

In summary, the main goals of the programme are:

- To reduce the number of road accidents within the Municipal area
- To achieve a more balanced modal share (reduce private car use)
- To achieve a better quality of the urban environment

The programme sets targets to be achieved by 2020: in general reduce fatal accidents by 50%

A public consultation body (Consulta Cittadina) contributes to define policy and collects bottom-up proposals for road safety, sustainable and active mobility measures



We are developing a SUMP (Sustainable Urban Mobility Plan)

The goal of the current Administration is to provide the city with a competitive and sustainable transport system and recover the historical infrastructure gap with other European capitals, exacerbated by the poor settlement development of the last 15 years. In order to achieve this objective we have adopted the SUMP to guide us in the planning of the city and precisely define the priorities in relation to available resources

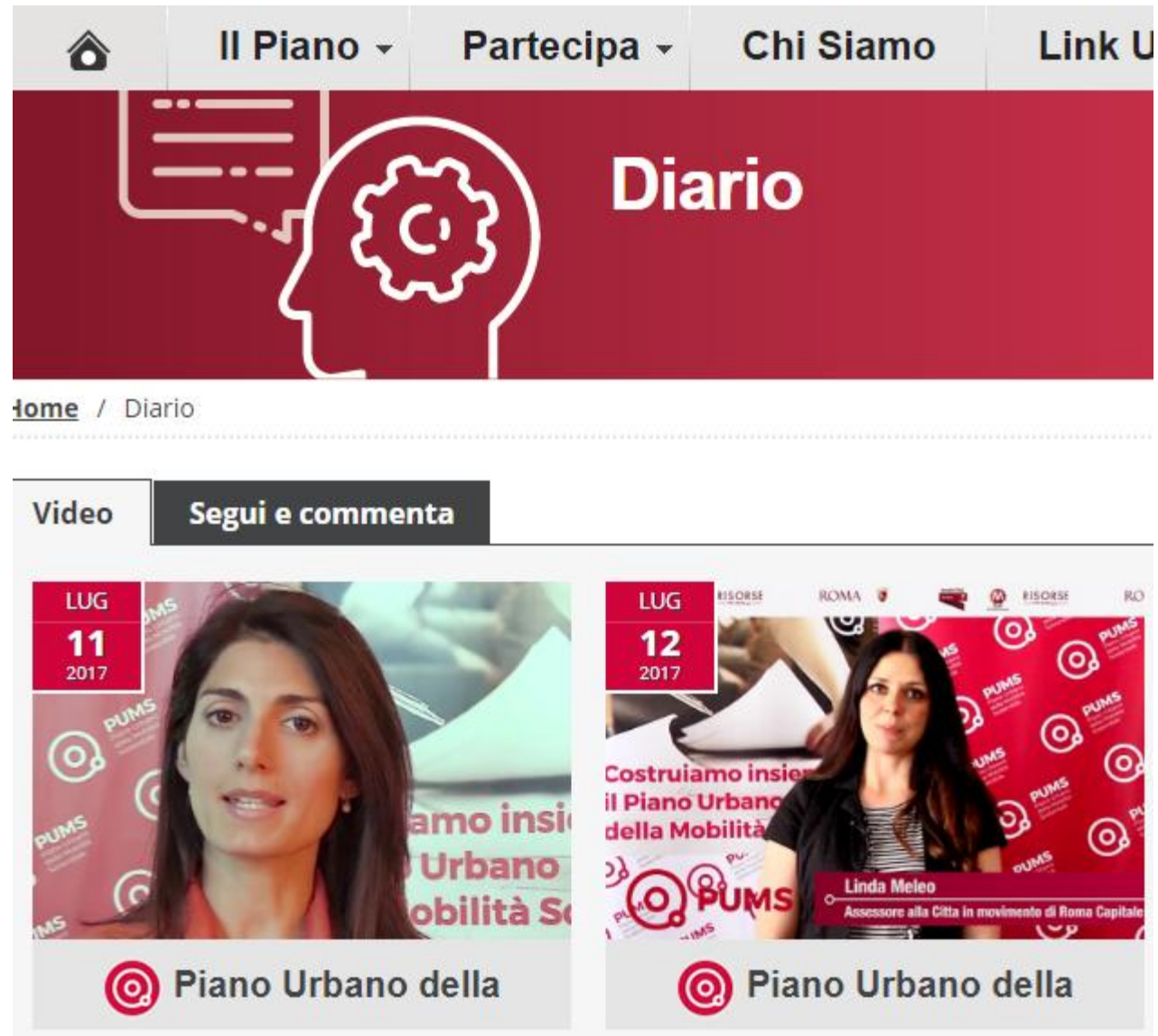


Ongoing public consultation on SUMP

- A public consultation portal was recently launched.
- Also based on this consultation, the Plan will define the future of the City in terms of local public transport and cycling infrastructures, areas for pedestrians, logistics etc.

www.pumsroma.it

@PumsRoma



Cycling support actions: bike-lanes and GRAB

- 30 km of new bike-lanes will be built in the next two years across the City.
- Moreover, 45 km of the so called 'GRAB' (great bicycle ring) will be constructed to make it possible to travel around Rome, visit cultural and heritage sites as well as other places of interests.



Cycling support measures: multi-modal HUB and bike parking (1)

Rome is currently working on a new concept of intermodal hubs and bike parking to be implemented throughout the City.

This is being developed as part of the National Operational Programme «Metropolitan cities» (PON Metro 2014-2020), co-financed by the EU.

The PON Metro, approved by the European Commission on 14 July 2015, is devoted to urban development and finances sustainable mobility measures in addition to digital agenda, energy efficiency, social housing etc.



Cycling support measures: architectural design of the new structures



Rome and the P.A.S.T.A. project

When I first heard of the PASTA motto #Bikeit #Walkit #Liveit, I thought it was a positive message to be disseminated and, hopefully, to be adopted by my fellow citizens.

Among the seven project case studies, Rome is certainly a pretty unique “battlefield”, with almost 3 million city residents spread in a municipality area of 1.285 squared km.

By integrating physical activity into our everyday lives, we can improve citizens’ health, safeguard the environment and also save millions.



Rome case study

Rome was the first city to reach the target in terms of volunteers (2,090) recruited via an on-line questionnaire, thanks to the effectiveness of the actions of the Mobility Agency (*“Roma Servizi per la Mobilità”*)

Within the PASTA project, the city of Rome is currently working on the deployment of **2,000** new bicycle spots at schools, public buildings, metro stations.



Other cycling initiatives

- ECC - European Cycling Challenge
- Bike to Work
- Bike to School
- Bike Challenge/Love to Ride

These initiatives, which we promoted, have clearly shown how supporting active mobility through cycling can lead to a more active and healthier population, saving money and, more importantly, improving our wellbeing.



Another initiative: Rome plays sustainably ('Roma gioca sostenibile')

- A "green-guide" featuring the Italian Rugby Federation and FIAB (Italian Cycling Association) was produced with directions to reach the Olympic Stadium by public transport and cycling.
- 50 spots made available in a dedicated bike parking near the stadium
- The project gained two awards: the cycling mobility *Golden Label* by Fiab&ECF and the *Urban Award* by CosmoBike

ROMA GIOCA SOSTENIBILE
WHEN IN ROME, GO SUSTAINABLE

RUGBY

5 FEBBRAIO
ITALIA vs GALLES
Ore 15.00

11 FEBBRAIO
ITALIA vs IRLANDA
Ore 15.25

11 MARZO
ITALIA vs FRANCIA
Ore 14.30

ROMA • STADIO OLIMPICO
RBS 6 NAZIONI
2017

Come arrivare allo Stadio Olimpico
con il trasporto pubblico
How to get to the Stadio Olimpico
with local sustainable transport




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



#EUCYCLINGSTRATEGY by ECF

- By endorsing this document I confirm the intention to place cycling high on our political agenda and to develop and implement an integrated policy on cycling.
- Our aim is to make Rome a more liveable place for residents and tourists through active mobility measures.
- Cycling is an investment in health and productivity, therefore we did not hesitate to fully endorse the process
- We also believe that supporting this document is a first step towards including a EU Cycling Strategy into the Commission's 2018 Work Plan or subsequent initiatives.

#PedalaperRoma



“Putting the EU on the cycle track”



Thank you for your attention!

