Reggio Emilia goes sustainable!

Cristina Pellegrini
Municipality of Reggio Emilia

ECOMM 2018 – Uppsala – Session E:1 Tailor-made mobility solutions for happy regions
TOPICS

• Something about Reggio Emilia
• The Urban Mobility Plan
• Main Mobility Policies
• Evaluation and results
REGGIO EMILIA IS...

- Located in the Emilia-Romagna region, halfway between Milan and Bologna, in the heart of the Po Valley
- Busy vital town rich in history, art and culture, Reggio Emilia is a city on the edge and people friendly

Demography
- 171,655 inhabitants
- 65% has between 15-64 years
- 18% comes from a foreign country
THE 2008 URBAN MOBILITY PLAN
THE 2008 URBAN MOBILITY PLAN

The context
• Medium sized city
• Short distances
• strong use of the car (about 70%)

Urban Mobility Plan (2008): set of instruments and integrated policies with short, medium and long term strategic interventions and high investments on environment, mobility and safety.

Main challenges:
• improving air quality by decreasing air pollutant emissions,
• reducing road accidents and fatalities,
• increasing the public transport use,
• bringing the traffic out of the city centre.
THE 2008 URBAN MOBILITY PLAN: THE MAIN ACTIONS

Reggio Emilia developed its own recipe to make citizens move better: from the approval of our PUM we developed a comprehensive programme composed of several mobility projects to improve the quality of life of its citizens.

**Strategies:**

- **Congestion + traffic pressure** → Enhancing ring roads solving bottlenecks
- **Road safety** → Traffic calming educational/communicational campaigns
- **Pollution** → Cycling – public transport Electric vehicles - logistics

https://www.youtube.com/watch?v=PTK2ZuXUerw&list=PL66676D3E0293A90D&index=2
The Municipality of Reggio Emilia focused its attention on:
- a restriction on private car use,
- the offer of alternative mobility options,
- a more rational use of roads.

To take the lead towards a car-free city in particular, a mix of several measures proofed to be successful:
- **bicycles** have been taking a leading role thanks to the arrangement of specific infrastructures, designed in a dedicated plan called “BiciPlan”, and to services allowing modal transport shifts between bikes and cars
- a **Parking Plan** has been realised to limit the access to the historic city centre, while accessibility has been guaranteed by free parking in the outskirts of the city and **free transport shuttle** services from 7 “park-and-ride”.
THE BICIPLAN
THE BICIPLAN

...building of a general "bicycle-friendly" environment ...

• developing services and infrastructures for cycling
• increasing road safety in urban area for cyclist and pedestrian
• promoting changing in mobility behaviours and lifestyle

it shouldn’t just be simply a matter of having more bike paths.... but get more cycling
THE BICIPLAN

AIM: Cycling must cover a major role in the City future modal split

• 12 main cycling paths going to city center with high performances and direct routes
• A widespread secondary network with shared road spaces
• 8 greenways outside urban area
• Cycling services for citizens and commuters
BICIPLAN strategies:

MAIN CYCLING NETWORK:

- **Connects relevant places** in the city, in particular for home to work travels
- **Same features** along the whole itinerary
- Itineraries are **clearly distinguishable**
- **direct routes**
BICIPLAN strategies:

WHILE IN THE SECONDARY NETWORK...

- More safety for cyclist and pedestrian: road space redesign
- Sharing road space + traffic calming techniques (roundabouts, speed humps, elevated islands in the middle of the streets)
- 30 Km/h speed limit in secondary roads

IN ADDITION:

- Improving infrastructures and services
  16 bike sharing stations
  4 bike storages and hiring points
  An integrated card for BS+public transport
The 2008 PUM implementation: cycling and traffic calming

- Kms of cycling network increased of 58%
- 70% of the main cycling network realised
- Kms of roads in 30 kms zone increased of 132%

### CICLABILI - KM

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<th>2008</th>
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<tr>
<td>a - portanti/biciplan</td>
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<td>b - secondarie/di supporto</td>
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<td>km</td>
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<tr>
<td>Totale piste ciclabili</td>
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The 2008 PUM implementation: cycling and traffic calming

Cycling and Traffic calming

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PARKING PLAN AND ACCESSIBILITY
The 2008 PUM implementation: the accessibility of the city centre

The access of people from neighbouring municipalities or from other areas of the city to the historical city centre of Reggio Emilia has been progressively reorganised by:

- Pedestrianisation and access control to the LTZ (with cameras)
- Rationalising car parkings
- Improving the public transport offer and the cycling and walking friendliness of the environment.

Key elements:
- introduction of parking management (tariffed parking spaces in the city centre and the ring road)
- development of a network of park and rides in the surroundings of the city connected by a free shuttle.
The 2008 PUM implementation: the accessibility of the city centre

Parking and accessibility of the city centre

- increase of priced parking (+74,7%)
- increase of the park & rides (+67,9%)
- extension of E and G Minibù lines + realisation of a new line (H)

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The Minibu

Promoting intermodality car-bus for the access to the city centre, provides a **free bus connection** between park & rides and city centre, shops and businesses.

Currently **3 lines**: E, G, H

Totally **funded by the Municipality** (aprox 560,000 €/year, 0.85 € per passenger)

Service attracts **widespread use and different users** (students, elderly, workers in the city centre..)

Small buses and high frequency (8/12 minutes)

**Monitoring activity** highlighted:
- Increase of 16% of Minibu users
- High parking pressure in almost all the park and rides connected with Minibu (5/7 around or above 100% in daytime)
EVALUATION AND RESULTS
The 2008 PUM implementation: impacts

**Modal Split**

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<th>2011</th>
<th>2015</th>
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<td>10.4</td>
<td>10.4</td>
<td>10.5</td>
</tr>
<tr>
<td>Cycling</td>
<td>14.2</td>
<td>16.4</td>
<td>23.1</td>
</tr>
<tr>
<td>Car+Motorbike</td>
<td>68.4</td>
<td>69</td>
<td>58.1</td>
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<tr>
<td>Bus+Train</td>
<td>6.9</td>
<td>4.2</td>
<td>8.3</td>
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**Modal Split 2006**

- Walking
- Cycling
- Car+Motorbike
- Bus+Train

**Modal Split 2011**

- Walking
- Cycling
- Car+Motorbike
- Bus+Train

**Modal Split 2015**

- Walking
- Cycling
- Car+Motorbike
- Bus+Train
The 2008 PUM implementation: impacts

- Cycling increased of **62,7%**
- Car use reduced of **15,2 %**
- Small increase of public transport: **+ 20,3 %**
THANK YOU!

Municipality of Reggio Emilia
Mobility, Social Housing and Special Project Department

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