

Progetto P.A.S.T.A

Physical activity through sustainable transport approaches

25/10/2017 Bologna

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“Incentivare il cambiamento comportamentale nella mobilità”

ROMA



mobilità

The role of the Mobility Agency

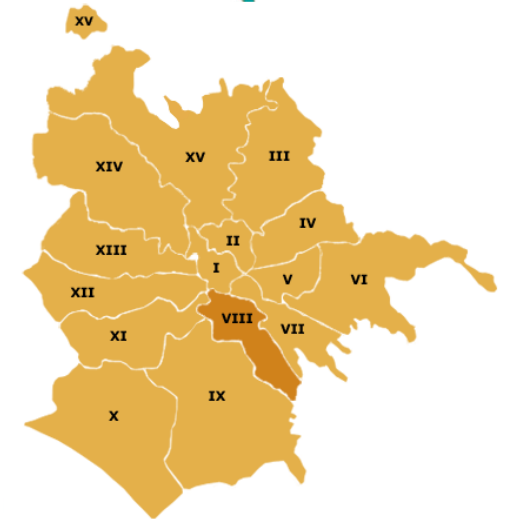
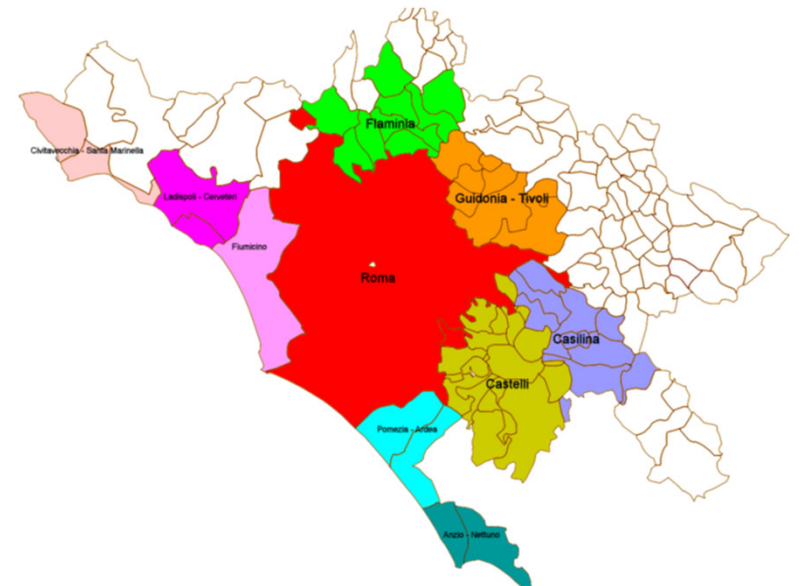
The Agency manages the bus service contracts performed by ATAC, the PT Operator in charge of metro, tram networks and 80% of surface PT

- 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



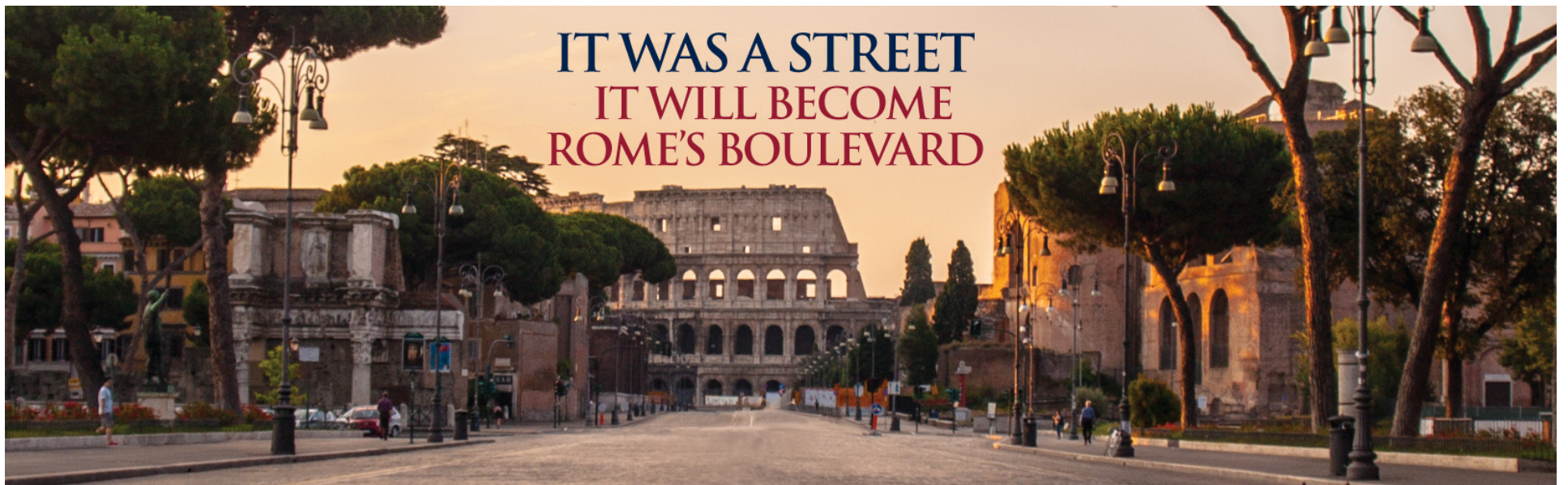
Rome, a view on the city

- **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

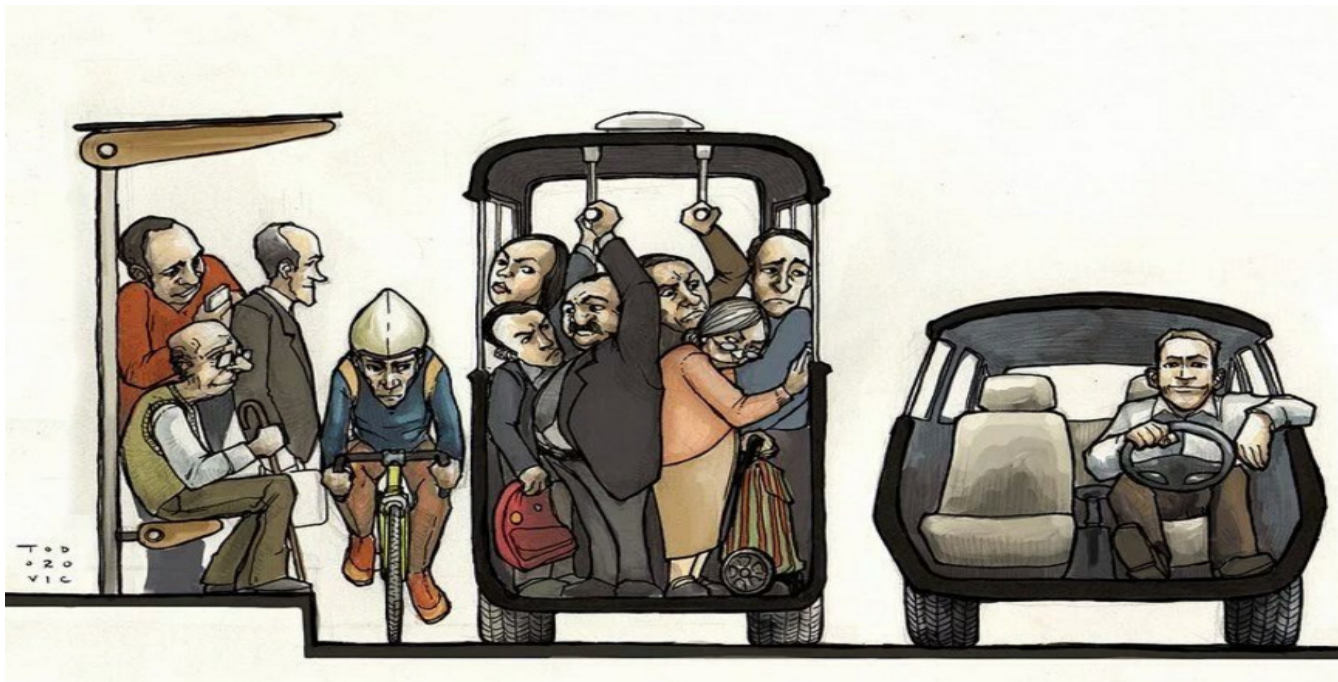
Rome will be celebrating it's 2,772th birthday on Apr 21st



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 WITHIN GRA

500.900 OUTSIDE GRA

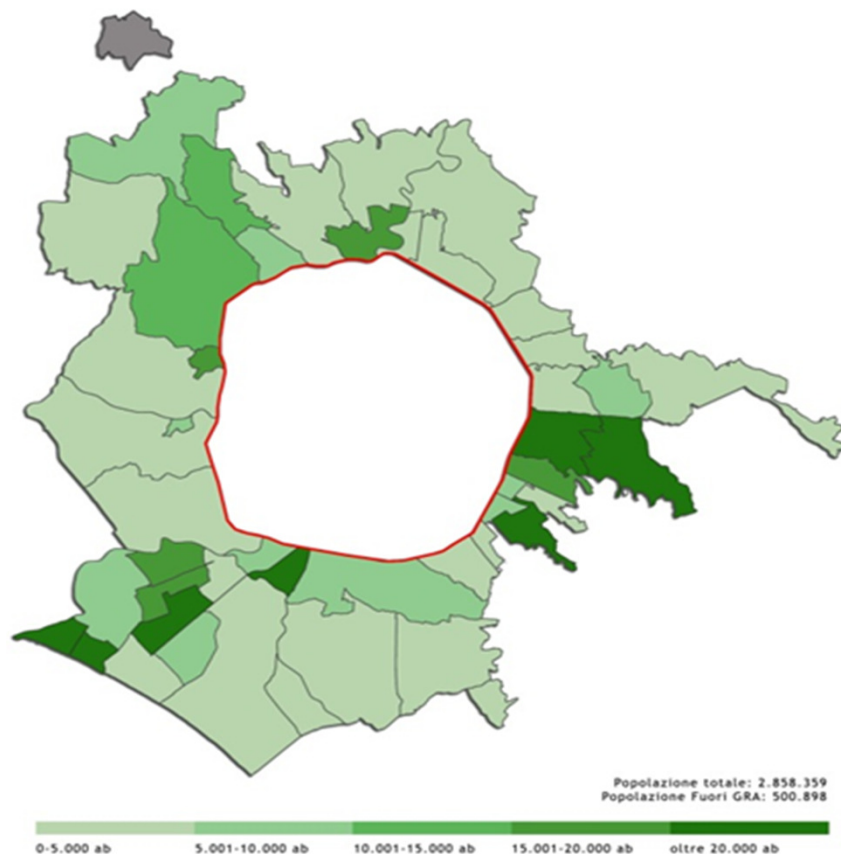
17%

Population 2008

2.884.000 WITHIN GRA

704.600 OUTSIDE GRA

24%



Residents evolution in Rome

Population 2012

2.884.000 WITHIN GRA

747.000 OUTSIDE GRA

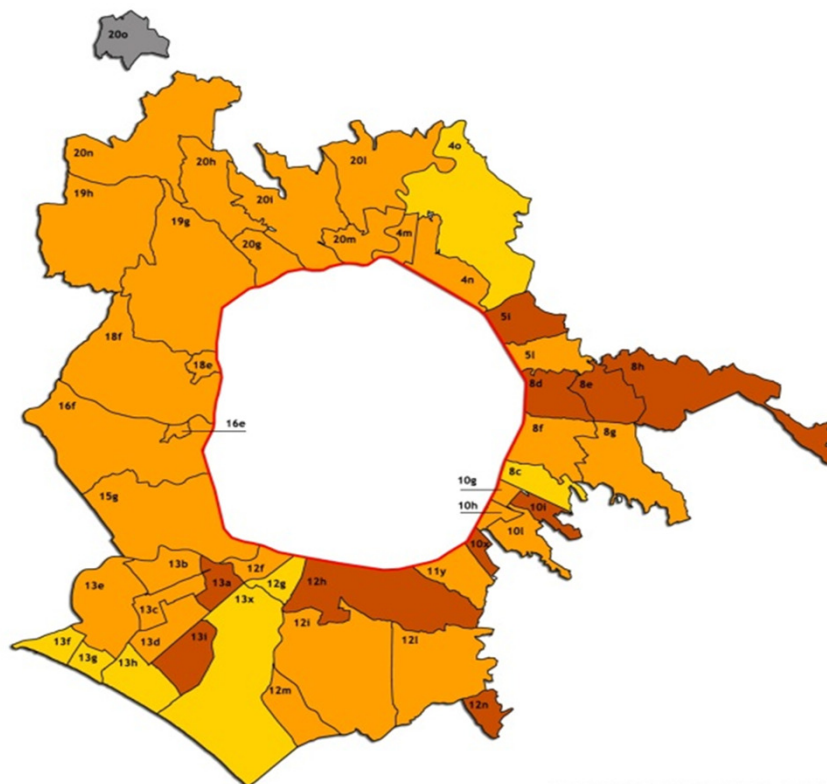
26%

Population 2020

2.980.000 WITHIN GRA

896.000 OUTSIDE GRA

30%



Variazione popolazione totale: - 0,47%
Variazione popolazione Fuori GRA: + 30,12 %

Variazioni negative

Variazioni dallo 0 al 100%

Variazioni oltre il 100%

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.



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

- To help those planning our towns and cities to create a healthier, more physically active population - saving money and more importantly improving peoples' quality of life

● Registrazione
● Pre-registrazione



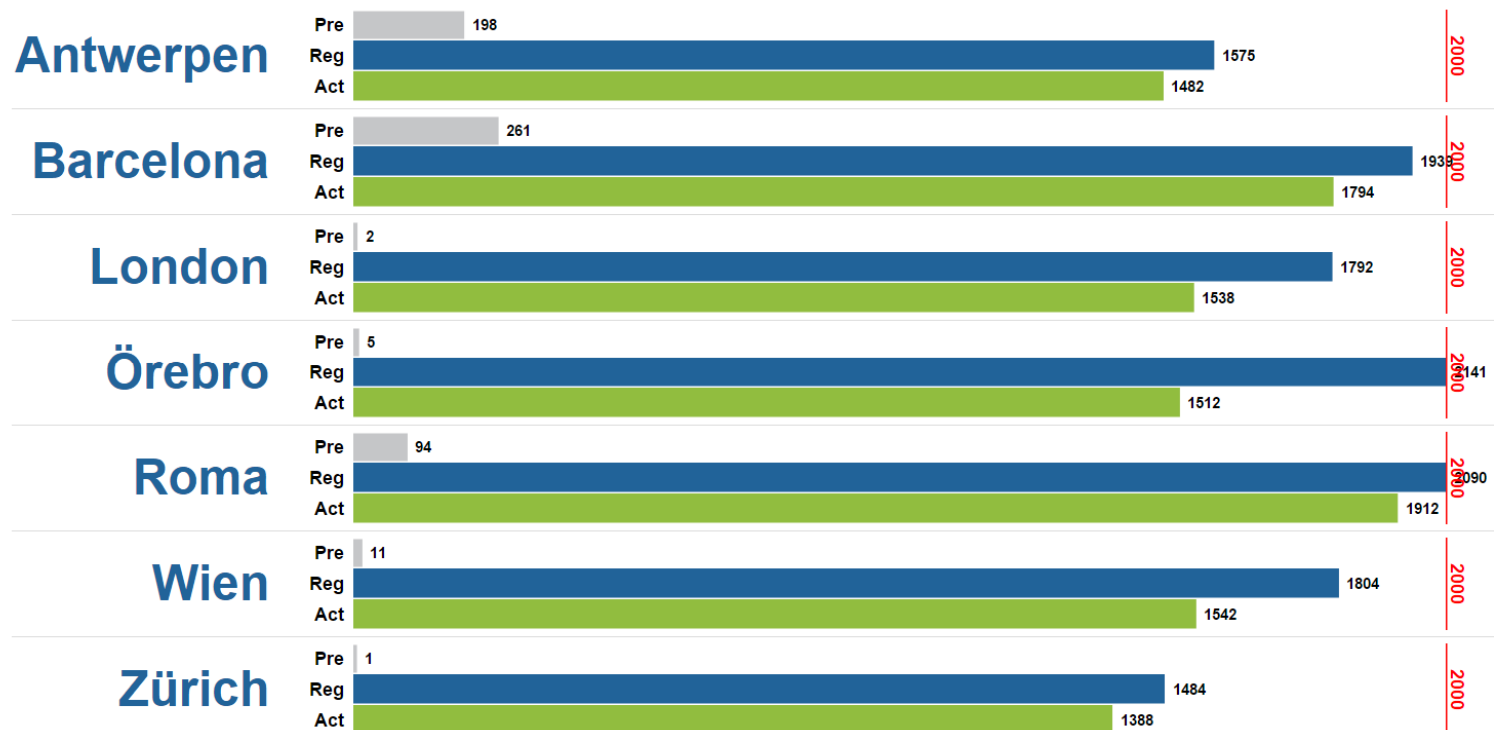
Rome case study city

- 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. The use of bicycles, together with walking in urban areas as well as intermodality journeys with public transport has been shown to have good effects in reducing air pollution, thereby improving both the quality of life and the health of citizens in general.



Rome case study city

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

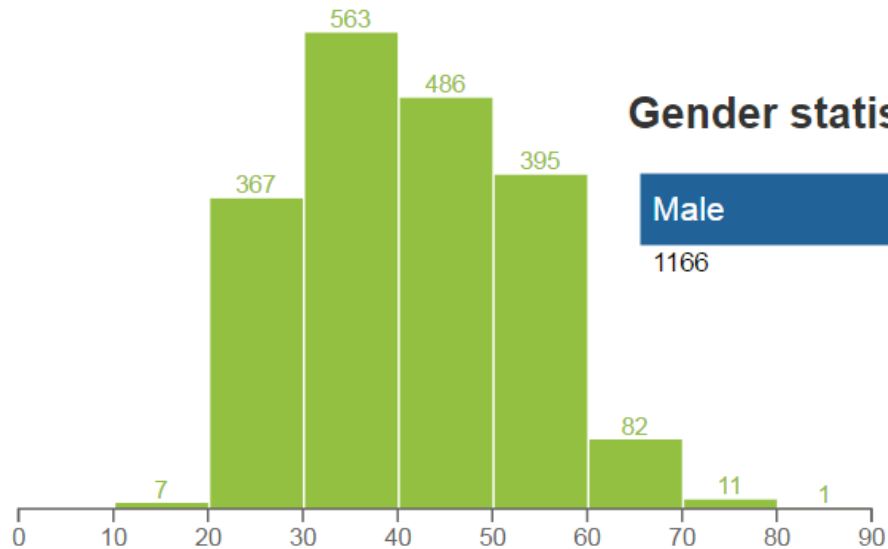


Rome case study city

Volunteers between 30 and 50 resulted in the highest %

63,9% of males

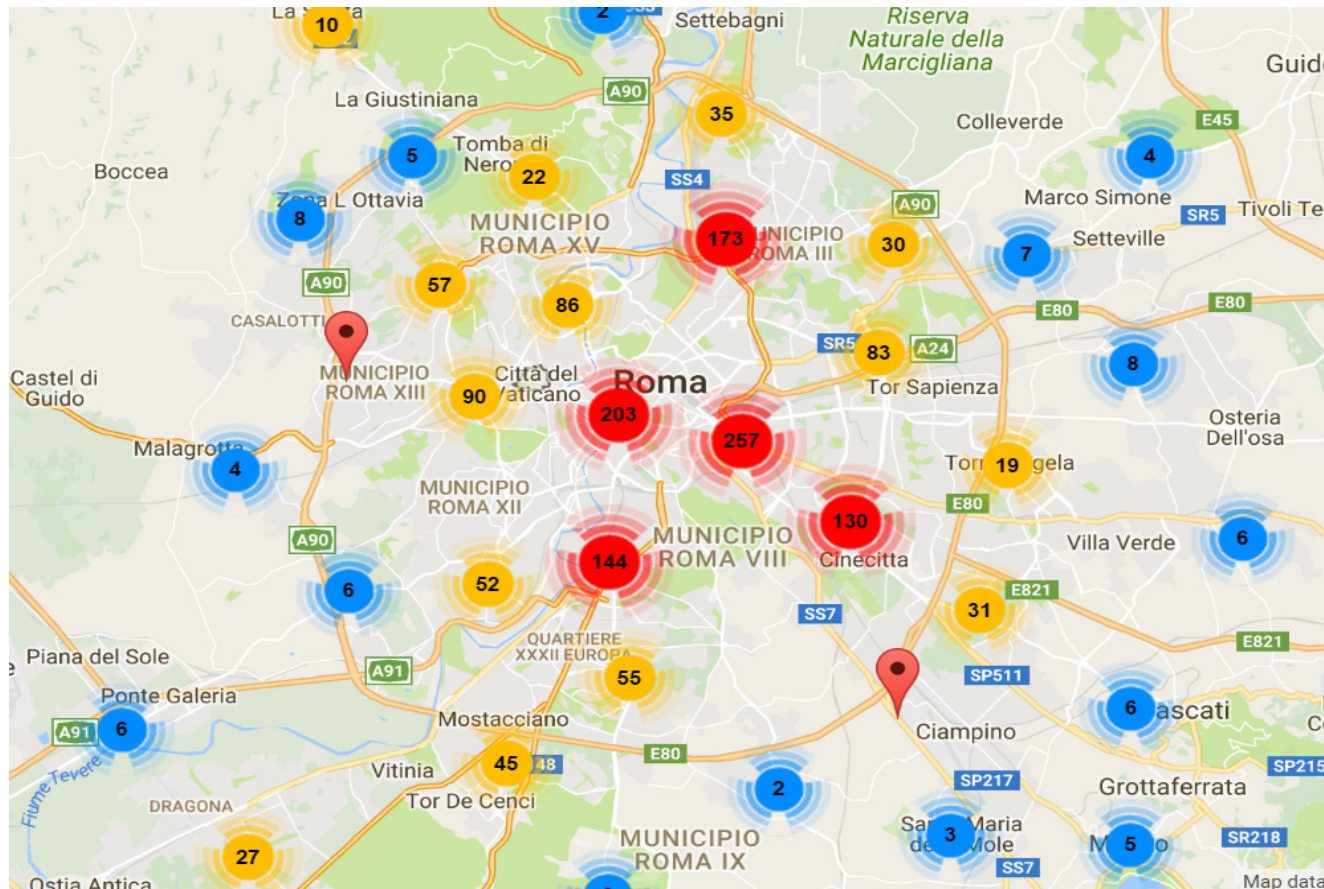
Age distribution



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

Within the PASTA project the city of Rome, in accordance with the guidelines of the 2015 Mobility Masterplan, will set up **200** new bicycle racks at schools and public buildings, metro stations for a total of **2,000** 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



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



#ROMAGIOCASOSTENIBILE



COSMO
BIKE
SHOW

VERONA
15/18
SETTEMBRE
SEPTEMBER 2017

WWW.COSMOBIKESHOW.COM

Recruitment Strategy and Partnerships

#Romagiocasostenibile map 2015-16-17



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



Recruitment Strategy and Partnerships

#Bike2school Roma



PHYSICAL ACTIVITY THROUGH
SUSTAINABLE TRANSPORT APPROACHES



European Cycling Challenge 2016

#PedalaperRoma

EUROPEAN CYCLING CHALLENGE #ecc2016eu

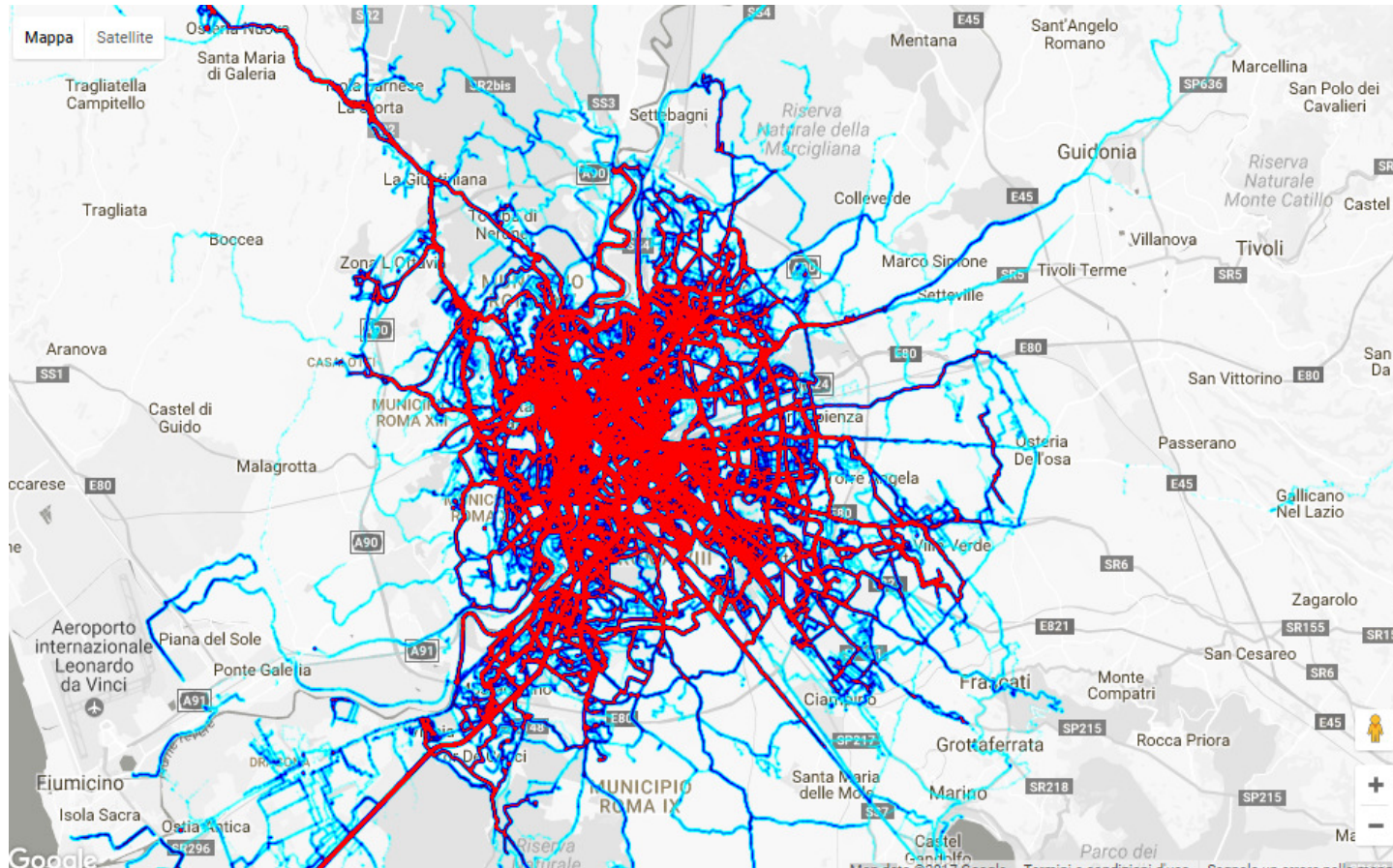
Iscriviti alla sfida europea della ciclabilità.
Scarica l'app e fai vincere Roma.

#PedalaperRoma

DISTANCE 205,830 Km.	
N OF PARTICIPANT 1,619	
CO2 SAVED 41,578 Kg.	

European Cycling Challenge 2016

#PedalaperRoma #Heatmap



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
Abstract submission: 16. December 2016



Mannheim

INTERNATIONAL CYCLING CONFERENCE



Mannheim

INTERNATIONAL CYCLING CONFERENCE



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



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 #PedalaperRoma



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