

# TEMPLATE

## Output factsheet: Pilot actions

Version 1

<b>Project index number and acronym</b>	CE25 MOVECIT
<b>Lead partner</b>	Razvojna agencija Sinergija - Development agency Sinergija
<b>Output number and title</b>	O.T3.2: Pilot actions implementation of mobility plans' measures for low carbon mobility planning in functional urban area
<b>Responsible partner (PP name and number)</b>	PP7 - Comune di Modena - City of Modena
<b>Project website</b>	<a href="https://www.interreg-central.eu/Content.Node/MOVECIT.html">https://www.interreg-central.eu/Content.Node/MOVECIT.html</a>
<b>Delivery date</b>	05/2019

### Summary description of the pilot action explaining its experimental nature and demonstration character

The pilot action implemented in Modena consisted in a new automated traffic counting sensor, for vehicle and bicycle counting. The sensor was installed by one of the most strategic places, by an important urban road with a new bikeway that connects a big residential district to the city centre: this itinerary is used by many citizens and by many municipal commuters during their home-work trips. The aim of the pilot action is to promote sustainable way of travelling and commuting among employees first and in general among citizens, giving evidence that the bicycle is a good way of transport for commuting in urban area.

This kind of action has double goals: by one side the sensor collected real data (daily/seasonal car and bicycle traffic flows on urban roads) are a precious source of information to develop further actions such as WMP implementation and updating and to define policies, initiatives, infrastructural project to increase the number of people that choose sustainable mode of transport for their urban trips (commuting).

Secondary, but not least, the data dissemination could be useful to increase directly the awareness about sustainable mobility issues; the sensor is recording data since November 2018 and it has attracted attention of local inhabitants and of employees: the data platform has been visited by 105 people and the sensor has registered almost 2 million passages (26% by bike) in six months.

Considering the relevance and the innovation level of the initiative, this pilot action (and the further implementation of other devices) is included among the policies of the Workplace Mobility Plan for the employees

of the Municipality of Modena and even in the City of Modena's SUMP as one of the main actions to promote the sustainable mobility in the city.

### NUTS region(s) concerned by the pilot action (relevant NUTS level)

Modena's pilot action is referred mostly to citizens, municipal employees and to other people who live in the functional urban area of Modena, especially commuters.

Modena belongs to Northeast Italy that is one of the five official statistical regions of Italy used by the National Institute of Statistics (ISTAT), a first level NUTS region and a European Parliament constituency. Northeast encompasses Emilia-Romagna region that itself encompasses the city of Modena and its Province.

Country (NUTS 0) IT

Region (NUTS 2) ITH5, Emilia-Romagna

Sub-region (NUTS 3) ITH54, Modena

### Expected impact and benefits of the pilot action for the concerned territory and target groups

The indicators that have been monitored in order to understand the effectiveness of this pilot action are:

- *Average number of bicycle passages per day*, calculated for every month (starting December 2018 to May 2019) and *average number of car passages per day*; these indicators will not measure an actual effect of the pilot action per se (as no clear direct relation can be assumed between the installation of traffic counting sensors and modal split change towards cycling), but will constitute an interesting output of the more extensive combination of measures included in the WMP, promoting sustainable mobility;
- *Number of visits to the web platform* that keeps the communication level monitored by showing data and graphics: when people visit the platform to have information about traffic flows and modal split, means that the communication process about the sustainable mobility is going on and the good practices dissemination could be increased.

### Sustainability of the pilot action results and transferability to other territories and stakeholders

One of the good aspects of Modena's pilot action is the "scientificity" of the data collected: these real data in real time are very important for citizen and for Municipality.

Even if the process to find the right technology and to carry out the company selection has been a quite long and complicated process, the devices installed for pilot actions are very functional and they can be implemented in other municipalities and public/private institutions; even the data can be shared and compared for similar context.

A negative aspect is that the system is quite expensive: many funds are needed to build up an efficient net with many detection points.

### Lessons learned from the implementation of the pilot action and added value of transnational cooperation

The MOVECIT project - and particularly the pilot action - gave to the municipality the opportunity to develop a structural dialogue with stakeholder and employees: their involvement allows the sharing of data, opinions, needs and experiences. The meetings were useful to disseminate the mobility topics to local authorities, stakeholders and employees in order to broad their knowledge and put them in the position to choose and put in place selected measures in the fields of sustainable mobility and mobility management.

The transnational cooperation has been particularly useful to build up a new approach to dialogue with citizens and stakeholder: by the toolkit developed during the international meetings the officers have learned to be more efficient in the communication process.

### References to relevant deliverables and web-links If applicable, pictures or images to be provided as annex

D.T3.3.5 Report on Implementation of pilot action in IT: monitoring traffic flows system

D.T3.3.14 Stakeholders' input on MODENA pilot action

D.C.6.4 Documentation on dissemination events in participating CE regions

D.T3.3.15 Transnational benchmarking and evaluation report on pilot action implementation

D.T3.4.11 Report on MODENA campaign actions for awareness rising on mobility planning among target groups

D.T3.2.21 Stakeholders' input within mobility planning

Workplace Mobility Plan

The deliverables can be found at the project website under menu Publication: <https://www.interreg-central.eu/Content.Node/MOVECIT.html>

Pictures:



