



## Project summary

TRAM project is designed to strengthen the urban dimension of regional and local policymaking, contributing to the implementation of EU Transport White Paper, Urban Agenda and the EU 2020 strategy and facilitating the shift to low carbon economy. In this sense, TRAM project contributes to the development of a competitive, resource-efficient and low-carbon oriented European transport system by improving the efficacy of regional and local policies on urban mobility of EU 5 partners which will benefit from cooperation by the exchange of experience and the identification of measures to be included in their urban mobility policies.

<https://www.interregeurope.eu/tram/>

## Exercise

Create elements for a press release for a newspaper, targeting citizens in Italy:

- Select story and angle
- Select catchy headline
- Select elements for the introduction
- Consider sources
- Consider illustrations
- Consider other things to catch the journalist's interest?
- What do you need more to know about the project in order to make a good story?

**Bicapolitana is the bicycle routes network of Pesaro City, supported by a specific Plan, 87 km of lanes realized with the aim to exceed 100 km in the next years**

The “Bicapolitana” concept (Urban cycle paths) has been launched in 2005 with the delivering of the Pesaro City “Plan of the cycle paths” aiming to improve the bicycle circulation in city and to solve conflict between cars and bikes. It has introduced the necessity to plan the cycle lanes in relation to the location of “zones 30” in the urban area. Later, in 2010 the “Plan of the cycle paths” has been updated to complete the already existing cycle paths in relation to the town-planning changes occurred during the last few years in the city.

To the current state, the bicycle routes network of the city has a total extension to approximately 87 km in the year 2017 (in 2010 the network was 55 km). The primary cycling network is constituted by 14 bicycle and pedestrian trails, called “lines”, detectable in radial and tangential routes.

The radial routes link the city center with suburban neighborhoods and are identified by numbers; the tangential routes run in parallel to the coast and are identified by letters.

The secondary cycling network links the nodes of the primary cycling network to the main areas and services of neighborhoods.

The success of Bicapolitana is related to the participation of citizens. Usually the project starts with a comparison activity with traders associations and residents, all in synergy with the neighborhood council.

There are also specific councilors’ committees who give opinions on the intervention.

## Resources needed

Cycle network (200 – 400 K€/km) is financed by own municipality's budget, trough private charges related to new urban and construction work, and during street maintenance works optimizing public spaces. Mobility Manager coordinates several departments based on plan integrated with local planning

## Evidence of success

By a direct users' survey related to new Bicapolitana's cyclanelanes realized between 2012 – 2014 years, emerged: 50% increase of bikers in 2 years in the area of intervention; 73% of respondents use Bicapolitana all year round; usage is related to leisure (41%) and to daily displacements (30%), as for work.

Pesaro is one of the most Bike Friendly City in Italy, with the highest modal share satisfied by bike (about 28%, Report on the Economy of the Bicycle in Italy by Legambiente, May 2017).

## Difficulties encountered

From the beginning, cycle paths has led to the revision of road spaces (car lanes and parking lots), developing conflicts between residents, traders, etc. The conflict has been solved by integrating the realization of cycle lanes with specific communication and promotion activities

The first edition of **School of Bicapolitana** will take place from **11 to 13 of October in Pesaro**. Three days of meetings and activities focused on how to plan and implement a good network of bike lanes and what errors to avoid. Many engineers, architects and mobility specialists will attend discussions and in-depth analysis about mobility issue and urban mobility planning.

This edition is organized by the Municipality of Pesaro, the National Association of Italian Municipalities (ANCI), the association Legambiente and in collaboration with the Association of hotel owners in Pesaro.

**We are very happy to have Bicapolitana among TRAM's Best practices.**



## Potential for learning or transfer

The Bicapolitana has been object of a Study Visit of TRAM Project, held in March 2018, getting good evaluation by european partners regard to the duplicability potential of the experience. Partners reported difficulties similar to the ones of Pesaro; allocation of urban space between different means of transport is recognized as a problem common to all. Partners appreciated the strategy to have 30 km/h zone surrounded by cycling infrastructures which avoid crossing roads, and to link the main areas of attractions to the secondary networks by way of the bicycle trail. Partners also appreciated the integration with the new free-flux bike sharing system. Other interesting elements are related to the communication strategy: the visual identity (lines have specific colours that remind a subway) of the lines that they connect various zones of the city affording you a fast displacement with zero expense and pollution, and the promotion of private initiatives like the bike friendly coffee.