

RURAL TRANSFORMATION THROUGH SUSTAINABLE MOBILITY AND LOW EMISSION ZONES IN COSTAL AREAS

Municipality of Fano



WHERE IS FANO?

Fano develops from the Metauro's river on the shore of the Adriatic Sea. The north-south route consists of the Adriatic State Road 16 and the A14 highway, as well as the Bologna-Ancona railway line.

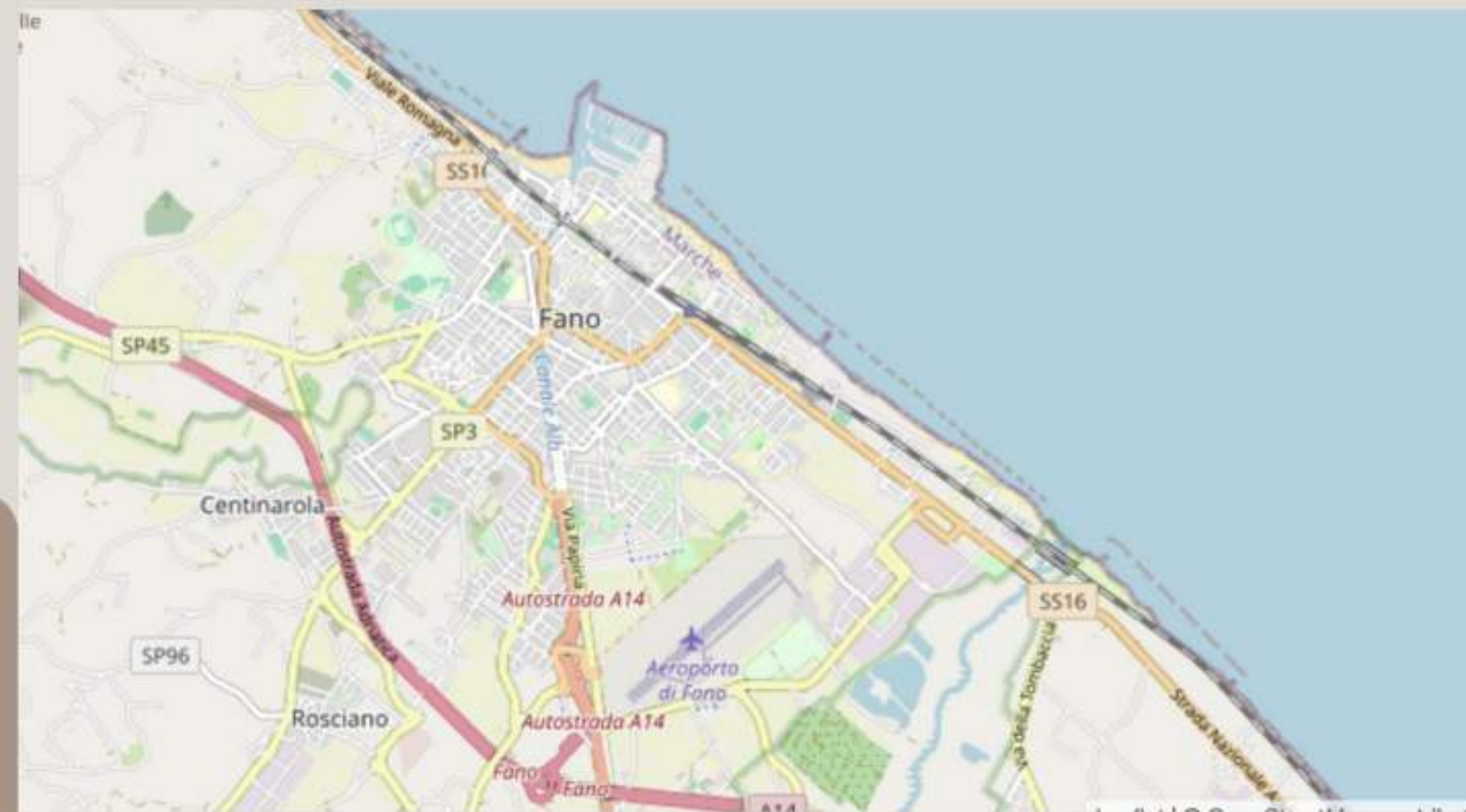
The connection with Rome is guaranteed by the Flaminia street and the railway.

Fano is 45 kilometers far from the Raffaello Sanzio airport in Falconara, from where national and international flights depart daily and 42 km from the Federico Fellini international airport in Rimini.



WHERE IS FANO?

These main roads Flaminia, and the provincial roads, together with the Adriatic State Road, the A14 highway connect Fano with the most important towns of the Marche Region: the city of Pesaro, Ancona and Urbino and therefore this street are characterized by intense traffic flow and high travel speed traffic . The historic center is the central heart of the city of Fano and is equipped with the most important services for the territory



RURAL CHARACTERISTICS

The main rural villages with a population of less than 10.000 inhabitants that we can define as "rural areas" in the Municipality of Fano are 11:

Bellocchi in which there is also the industrial area

The rural centers of Metaurilia Torrette and Ponte Sasso that develop along the coastal territory;

some rural areas that run crossed by the Flaminia road that connects Fano to Rome, which are Rosciano Cuccurano Carrara and the center of Fenile always connected by a provincial road to the town of Fano.

Other small hilly towns recognized as rural areas are: Roncosambaccio, Tombaccia and Sant'Andrea in Villis and Caminate

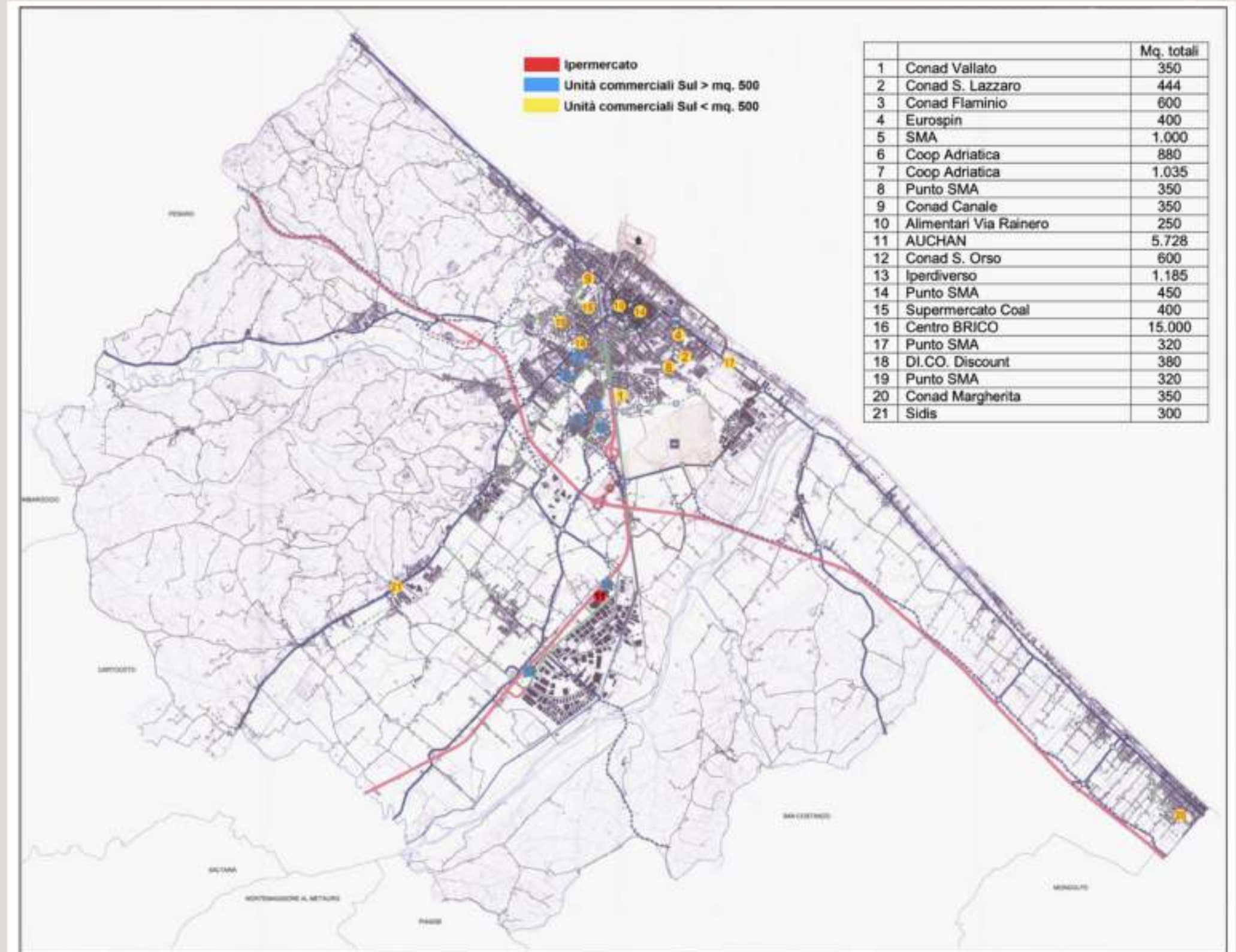


RURAL CHARACTERISTICS

These rural centers have several characteristics:

The coastal rural centers were built from agglomerations of fishermen and farmers and those develop between the Adriatic street and railway, which cut the coastal centers in two parts.

To understand the characteristics of these areas, I will going to take the rural town of Metaurilia as a reference. Then there are other hilly areas that are not connected by the main roads and have different characteristics: one of this areas is Roncosambaccio



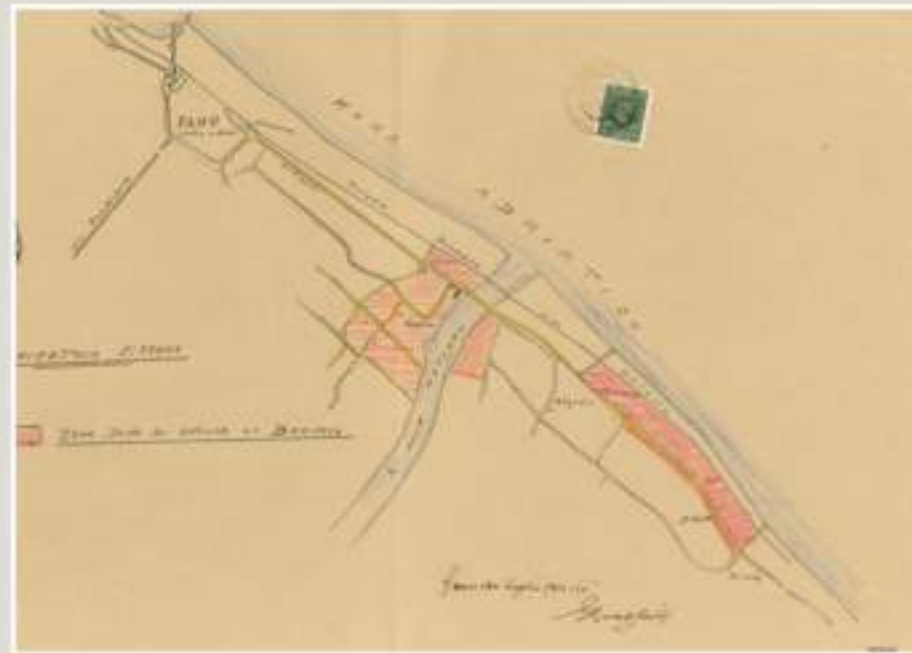
METAVRILIA - SMALL VILLAGE

Metaurilia's unique rural characteristics

The rural village was created in 1934 during the post-war period. Firstly there were 115 houses and 115 families of gardeners and fishermen.

This town was conceived from an idea of the Duce and the Hierarchs of Fano: they thought of giving this lands to the poor families in exchange for the cultivation and reclamation of the fileds.

The first families was gardeners. The first year was very hard bucause there was the land to dig, there wasa new job to learn and too little to eat.





Metaurilia's mobility



The decision of that time to eliminate the inter-farm road parallel to the Adriatic sea, for economic and practical reasons, proved to be very unfortunate over time. The "beautiful" Adriatic National Road, as the Mayor calls it, in the 30s, was in fact tree-lined, and counted the passage of 2-3 cars a day. The children played smoothly on the street, and all together they walked 2 km to go to school in Torrette or Ponte Metauro. Today that same road is an impassable wall, and has had dozens of deaths for years. Traveling it on foot or by bicycle is impossible.

As a matter of fact, every person in the rural village of Metaurilia at least one road accident victim in their family due to Adriatic street road.

In total, since 1936 there have been **34** deaths.



Metaurilia's mobility



Now, in these areas services such as schools, supermarkets, post offices, and shops, are missing so the use of the car **is essential**.

There are also real barriers to mobility for even the most journeys of everyday life. In these areas, shopping, going to the doctor or hairdresser requires a move. The car is often the only means of transport available.

- mobility therefore plays an important role in the attractiveness of this place;
- in rural areas, dependence on the use of private cars is still very high and, together with public transport that is often not adequate, translates into a factor of **exclusion**
- it is configured as a key element of territorial development;
- its weakness and/or inadequacy compromises the result of any development strategy.



The protest of the red sheets like the "blood" in Metaurilia

Over time, due to the numerous victims of road accidents on this stretch of road, the inhabitants have protested several times, even affixing out of every house numerous red sheets.

This protest was made to ask for a new road system, safer than the current one: the theme of danger, of the many accidents and their tragic consequences characterizes that entire stretch of the state road. The red sheets were a way to draw attention to other issues related to local traffic and mobility. The residents of Metaurilia have also always requested the implementation of interventions that would allow the connection of pedestrian and bicycle mobility with the town of Fano, in order to allow the use of alternative vehicles to the car.

FANO'S INITIATIVES AND PROJECTS

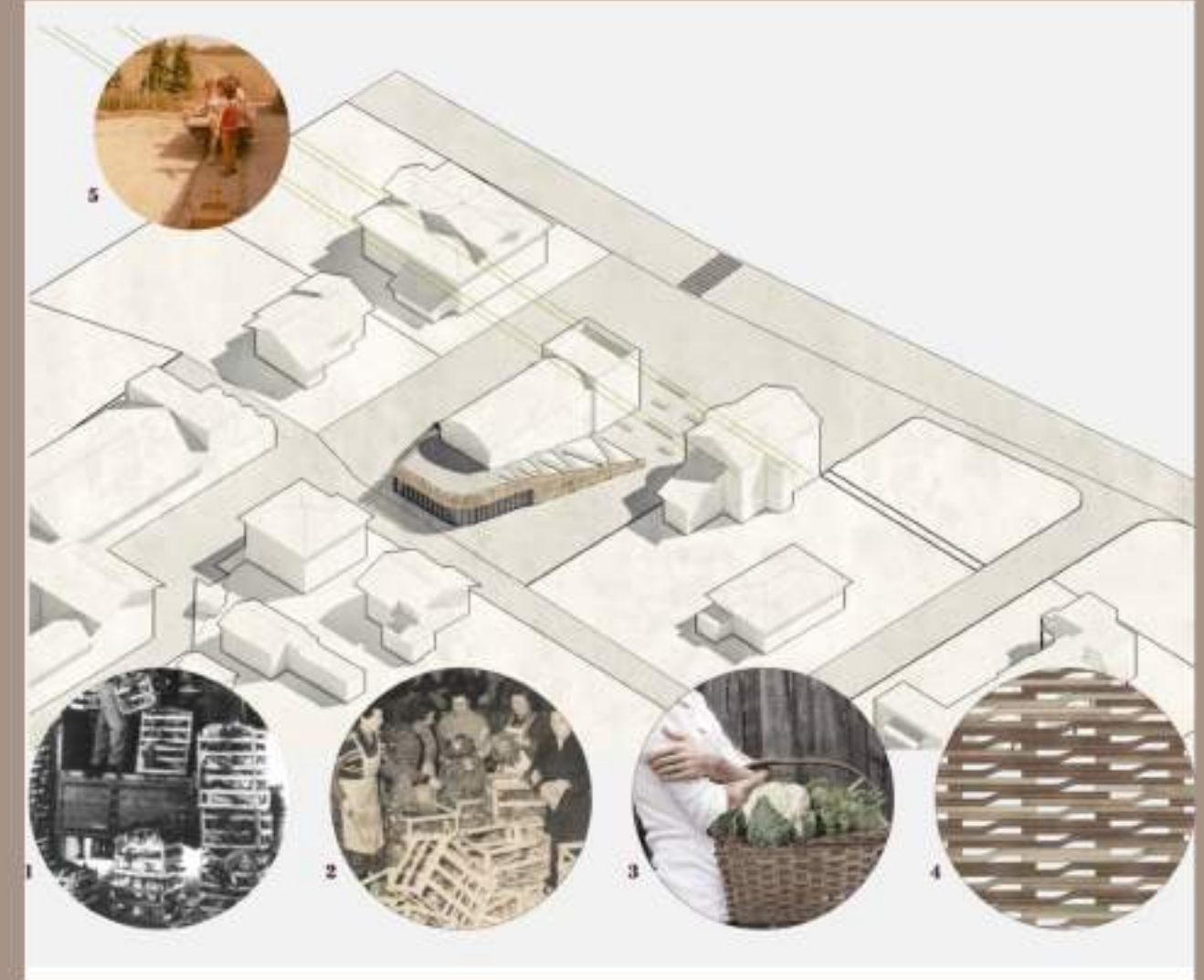
1_ECOMUSEUM



In 2022 Metaurilia's association, following the red sheets protest, realized ECOMUSEUM here in Metaurlia, called "Orto di mare" with the target to remind also the mobility's problems.

Regarding the danger of the road, on the Ecomuseum website there is a section dedicated to road accidents, demonstrating how much this theme is felt for the inhabitants of the village, and it is possible to view the list of deaths that from 1934 (since the reclamation allowed the original rural village to be built) to the present day has reached a total of 35 deaths in Metaurilia

Thanks to the ecomuseum, the inhabitants of Metaurilia have financed the creation of a film to communicate and make everyone participate in the problems and raise awareness on the issues dear to the citizens of the area. The movie "Terra Bassa" can be seen in various cinemas and is cyclically played.



FANO'S INITIATIVES AND PROJECTS

1_ECOMUSEUM

ESEMPIO



With the "Discovery Metaurilia" project, the "Orto di Mare" Ecomuseum has also applied for the Ecomuseums 2024 call of the Marche Region's financing.

In these days "orto di mare" ecomuseum obtained a region's financing from the Marche Region, through which it will buy and install informative panels.

These panels will explain Metaurilia's history through photos of the past times and maps. This activity will allow visitors and tourists to learn more about the area. These maps will be posted throughout the territory.

All those who live in Metaurilia will be involved in the design and implementation of a Community Map through a participatory process of co-creation. In addition to the community map itself, the fruits of the route will be a series of narrative panels to be affixed near the most significant and identifying places of the village, recognized by the community as places of the heart. They will be narrated through the words of an award-winning Fano dialect poet, and translated into Italian and English. The map will be drawn by a talented illustrator from Fano.

FANO'S INITIATIVES AND PROJECTS

2_CYCLE ROADS

IMPROVEMENT OF THE QUALITY OF LIFE OF PERIPHERAL AREAS – CYCLE PATHS



The technical evolution bikes, that today are often pedal assisted bikes, allow everyone to use the bicycles as a means of daily collective transportation and let us to reach the places that we want to reach.

The Marche Region is financing a project **for an extra urban cycle road system.**

One of this cycle road is "Adriatic cycle road" that will **connect** all costal Adriatic Cities and also Metaurilia with Fano.



FANO'S INITIATIVES AND PROJECTS

2_CYCLE ROADS

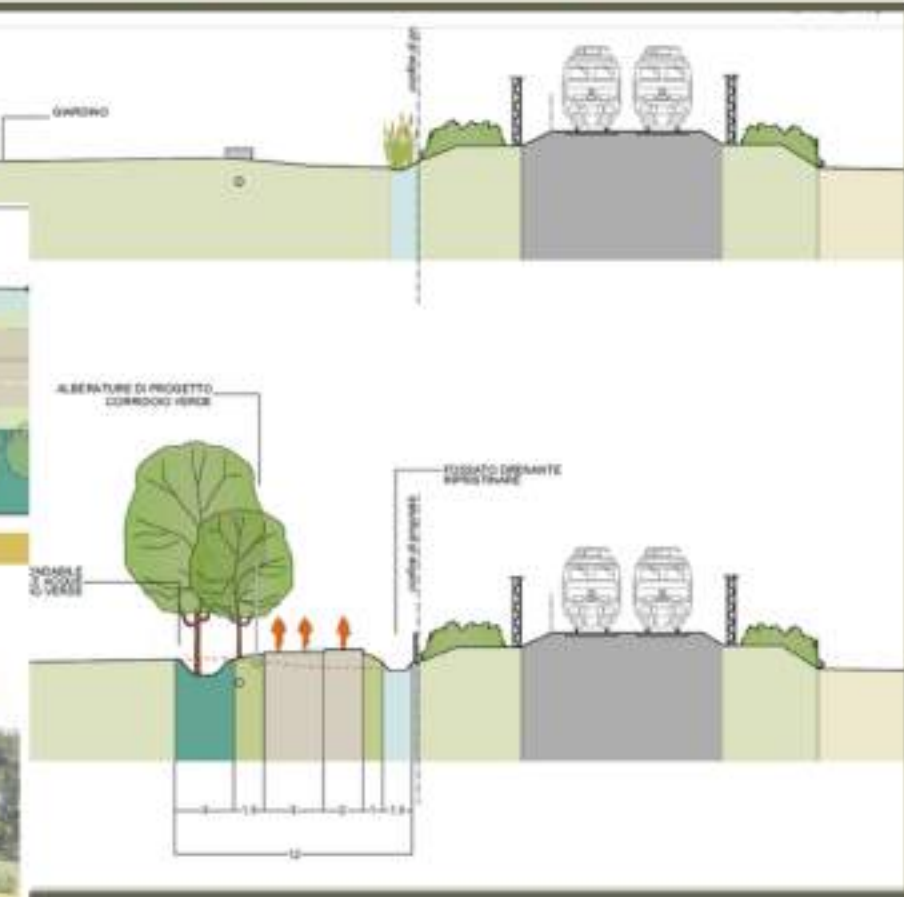
IMPROVEMENT OF
THE QUALITY OF
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AREAS – CYCLE
PATHS



FANO'S INITIATIVES AND PROJECTS

2_CYCLE ROADS

IMPROVEMENT OF THE QUALITY OF LIFE OF PERIPHERAL AREAS – CYCLE PATHS



The project will develop between the railway and the State road, harmonizing with rural centers of Metaurilia area.

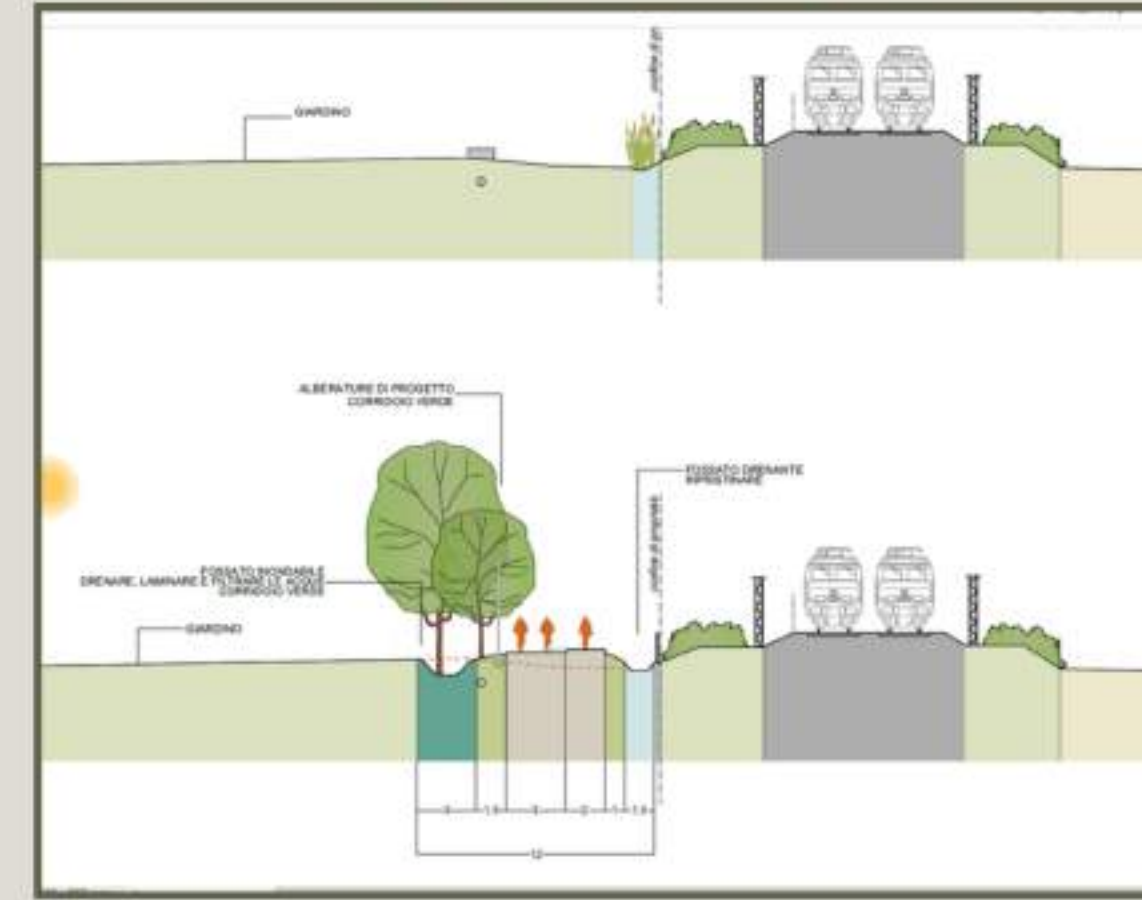
The project will involve the creation of numerous plants and trees, and along the cycle route you will find information panels that will explain the history of Metaurilia's area.

The cycle path will be not only a transportation system, but will also be a way to remember the history and traditions of the place.

FANO'S INITIATIVES AND PROJECTS

2_CYCLE ROADS

IMPROVEMENT OF
THE QUALITY OF LIFE
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FANO'S INITIATIVES AND PROJECTS

3_AGREEMENT FOR DISTRICT MOBILITY

IMPROVEMENT OF THE QUALITY OF LIFE OF PERIPHERAL AREAS

Agreement for district mobility *Bellocchi's area*

In particular, an Agreement for district mobility between Municipality of Fano and Bellocchi's companies, was signed during the last edition of the European Mobility Week in september. The agreement shows habits of workers in the district and it shows the urgency of a change in terms of infrastructure, transport, services, so that the area will be more accessible by bicycle, safe and connected with the city center and so that people have a valid alternative to the use of private cars.

In total, about 1700 workers were called to answer a series of questions to explain their habits on home-work mobility and what, in their opinion, can be done to make it better.

Once feedback was received, the data collected was analyzed for the implementation of a district mobility plan.

Techfem
Mobility Talk

19 SET. ORE 17.40
PIAZZA AVVEDUTI

PROTOCOLLO D'INTESA PER LA MOBILITÀ DI DISTRETTO

PRESENTAZIONE
DEI RISULTATI
RAGGIUNTI NELL'ANNO

2024

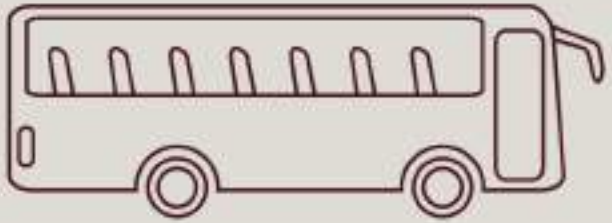
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EUROPEAN
MOBILITY
WEEK



FANO'S INITIATIVES AND PROJECTS

3_MYBUS



MYBUS – RIDE- HAILING BUS SERVICES FOR HILLY RURAL AREAS

Mobility can be considered as the "horizontal" layer, useful not only to go to predetermined places but also to ensure **equal** economic and social opportunities for all citizens and, at the same time, their social inclusion and access to other elements that guarantee a better quality of life. In rural areas, it is difficult to provide public transport services tailored to the mobility needs of different user groups and travel origins/destinations. The rural services are usually the result of a **balance between financial sustainability and the need to cover the main (or at least the most used) connections and hours of low demand**. The dispersed and diversified demand for mobility and the low number of passengers therefore leads to high operating costs for transport services and a greater need for subsidies.

Currently, local public transport is sovvenzionated by the state and the municipality manages the service contract.

Today rural areas located far from the main road network's are not been served.

One of the interventions planned to solve these problems is the networking of an on-demand system to serve areas with weak transport demand in such a way as to replace the traditional route service and **fixed timetables with a more flexible system**.

In practice, transport companies would **save money** by suppressing the routes that are little used by users (often buses on particular routes run without passengers) with an unnecessary waste of resources, and would therefore **benefit from this introduction and rationalization of routes**.

The system would also be active on holidays unlike the traditional service, and would be **available by reservation**, which can be made every weekday from 07.45 to 19.00, while trips would be scheduled every day from 08.45 to 12.45 and from 15.15 to 20.00.

The costs for the user would be the same as for the traditional service and also for tickets and subscriptions. The surveys conducted in the municipalities that have introduced this on-demand service (which does not replace the taxi as it does not pick up the user at home but at public transport stops) have shown that for these on-call services there would be an increase in the number of users compared to the traditional service

FANO'S INITIATIVES AND PROJECTS

4_SPEED MODERATION INTERVENTIONS

ES: Roncosambaccio

Some hilly rural centers such as the town of Roncosambaccio for example, complain of not being able to use the roads that cross these centers as roads used as shortcuts to ordinary traffic, and traveled at high speed as they are far from local police controls and with few houses.

In practice, roads should be built with measures that limit the circulation of vehicles, favoring instead the usability of the road for pedestrians. Traffic restrictions can take place through narrowing of the carriageway, speed bumps, traffic islands, and anything else that can moderate the speed of circulation of vehicles. These roads must be adequately marked through the preparation of zones 30, or limited traffic zones, but also through different street furniture and pavements



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Thank you
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