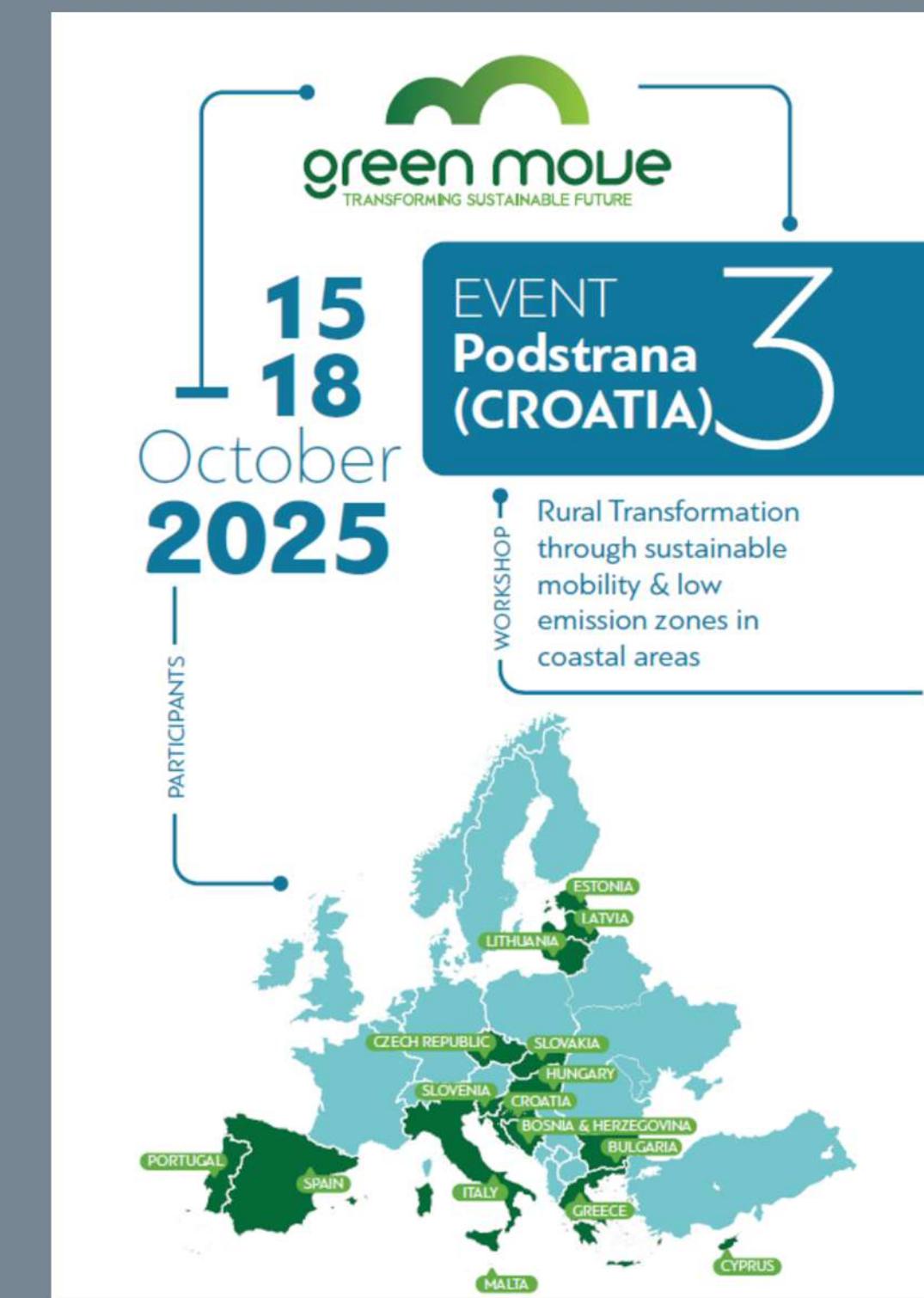




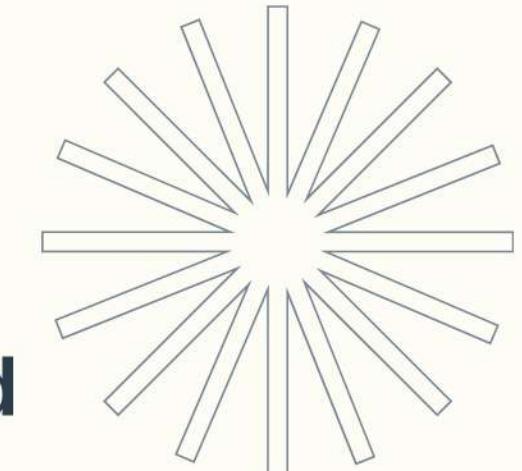
# **Sustainable tourism and mobility in rural areas: Environmentally- friendly transportation options**



**START PRESENTATION**



# What is Sustainable Mobility ?



Sustainable mobility means adopting habits and policies that aim to reduce environmental impact.

**Pollution reduction**

**Energy efficiency**

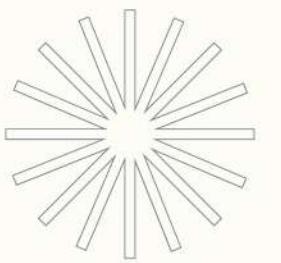
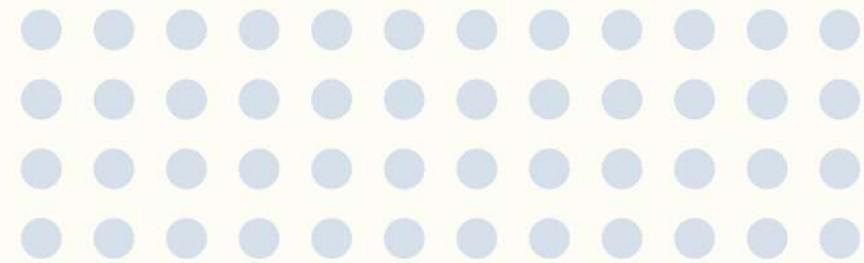
**Improve quality of life**

**Public health**

**Economic saving**



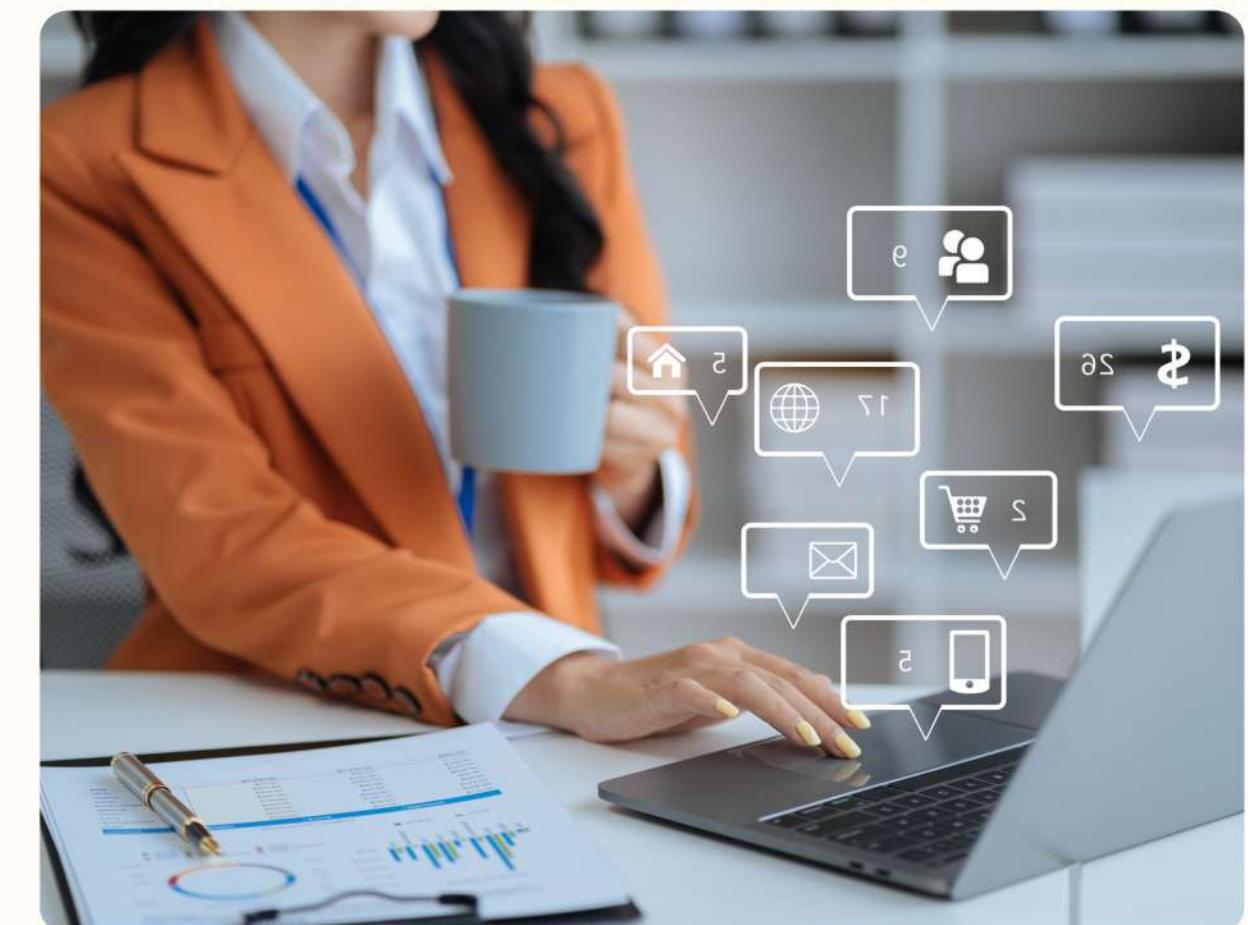
The goal is to implement a decisive change of pace compared to traditional and more widespread transport, to promote more ecological, efficient and safe travel



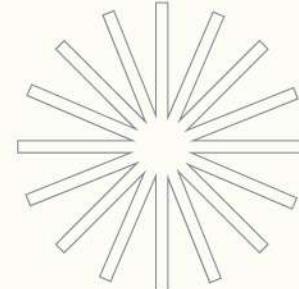
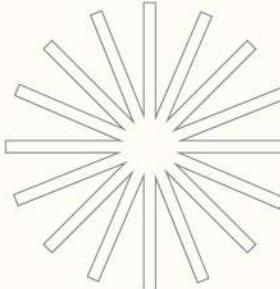
# Green mobility: the behaviors

Air pollution and traffic congestion are two major challenges for our cities. To combat these problems, however, we can start adopting virtuous behaviors and supporting initiatives that aim to transform urban livability.

- **ZTL**
- **New infrastructures for cycles and pedestrian**
- **Efficiency for TPL**
- **Awareness campaigns**
- **Smart technologies**



# The three main mobility challenges are:



**Lack of cycling infrastructure e not safe**



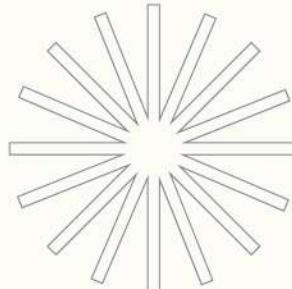
**Lack of safety due to high vehicle speeds**



**encourage use of public transport**



# **The Municipality of Fano pursues a low environmental impact policy through mobility, implementing actions that involve multiple aspects:**



**creating new cycle paths  
connecting neighborhoods**



**make existing cycle paths safer**



**Safer bus stops.**



# The barriers preventing the wider adoption of these policies are:

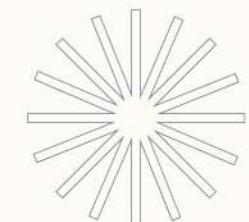
Financial barriers



Cultural problems



Logistical problems



# A good community project

The PSCL can be defined as a strategic document that aims to promote forms of sustainable mobility by reducing private vehicle traffic and identifying measures to guide employees' home-work commutes toward forms of sustainable mobility alternatives to the individual use of private motor vehicles. All this is based on an analysis of employees' home-work commutes, their mobility needs, and the transportation options available in the affected area. It begins with an analysis of the current situation and mobility habits of the people in a given environment. This is a necessary preliminary phase for developing effective solutions that take into account the employees' declared propensity for change

## home-work commuting plan



In the Fano Industrial Zone, some companies have developed a home-work commuting plan (each company has administered questionnaires to its employees to evaluate their commuting plans). This plan aims to identify strategies to make these journeys more efficient, by subsequently requesting the Municipality to provide dedicated shuttles for specific areas or by organizing company carpooling.

## BENEFITS

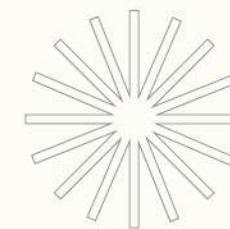
BENEFITS FOR EMPLOYEES: reduced transport costs, financial incentives, reduced accident risk, increase in socialization



BENEFITS FOR THE COMPANY: regular employee arrivals, possibility of reusing company areas, strengthening the company's image

BENEFITS FOR THE COMMUNITY: reduction of polluting emissions, reduction of traffic congestion, reduction of accident risk

# creation of new safer road infrastructures (cycle paths, new sidewalks, new pedestrian squares instead of parking lots)



cycle bridge



cycle paths



new pedestrian squares

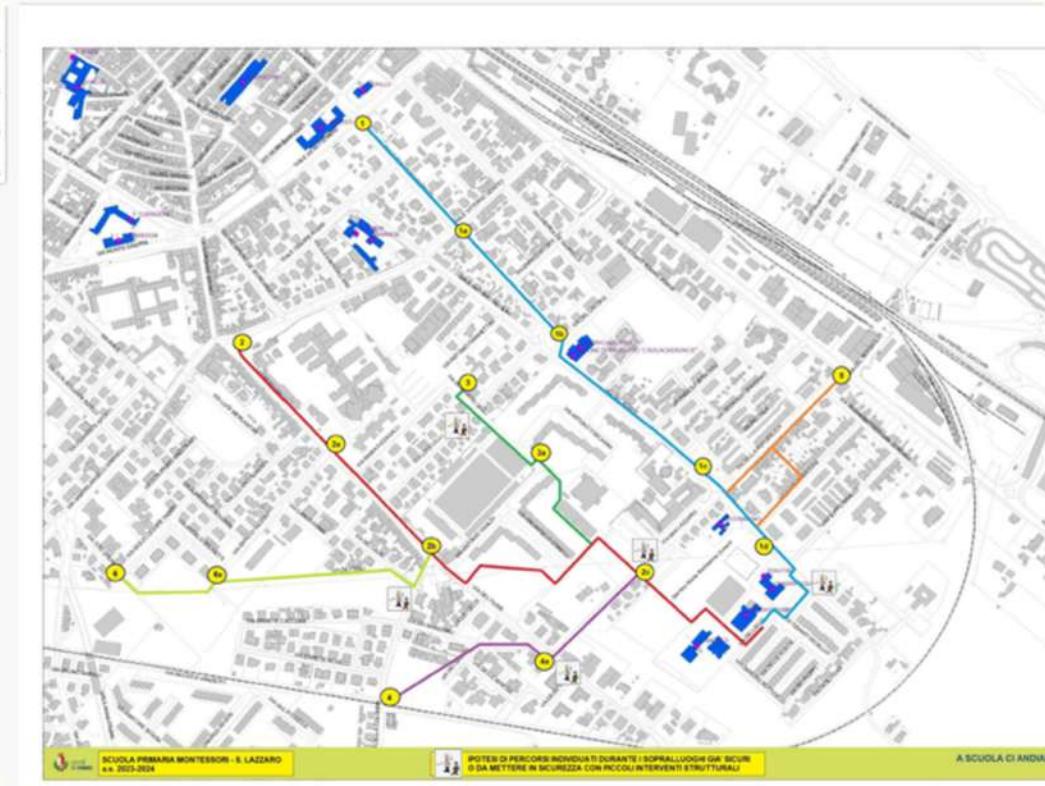


# safe routes for pedestrian

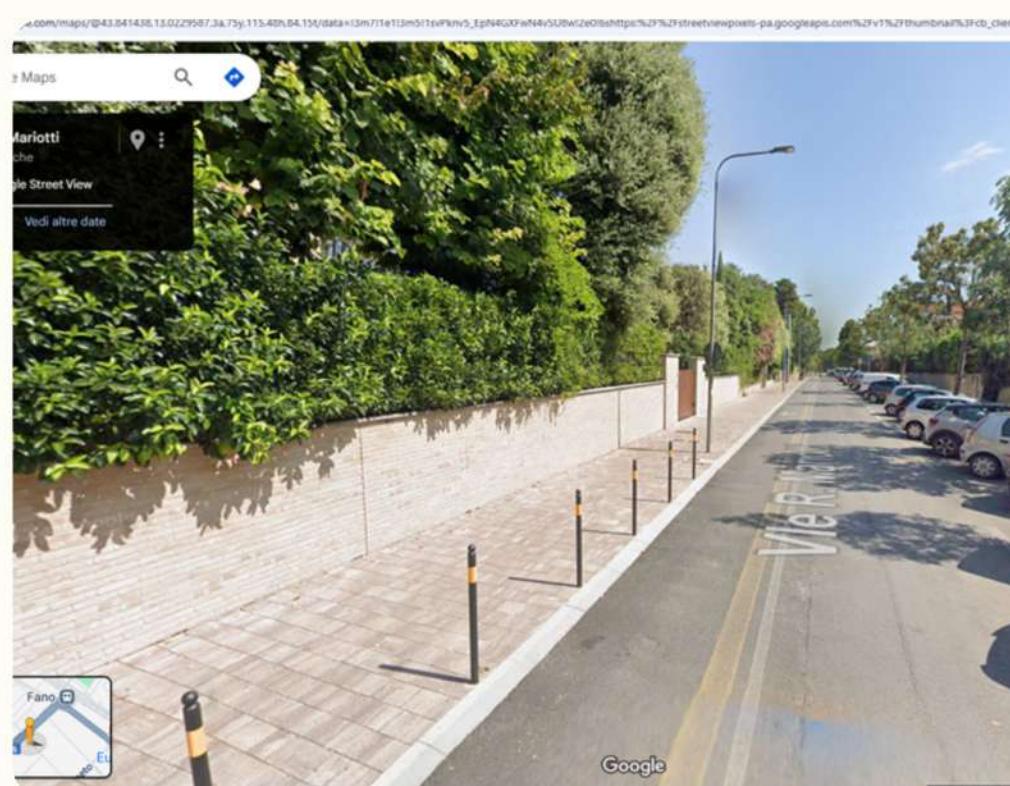


Safe routes have been created after having designed them with the schools, creating safe and protected routes

## S. Lazzaro quarter - the project



## S. Lazzaro quarter- realization



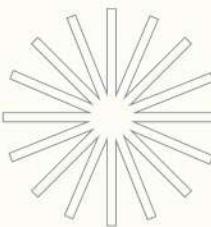
## Scholastic streets



# Creation of specific awareness campaigns about sustainable mobility and initiatives and events with a specific focus on mobility

## Comuni ciclabili

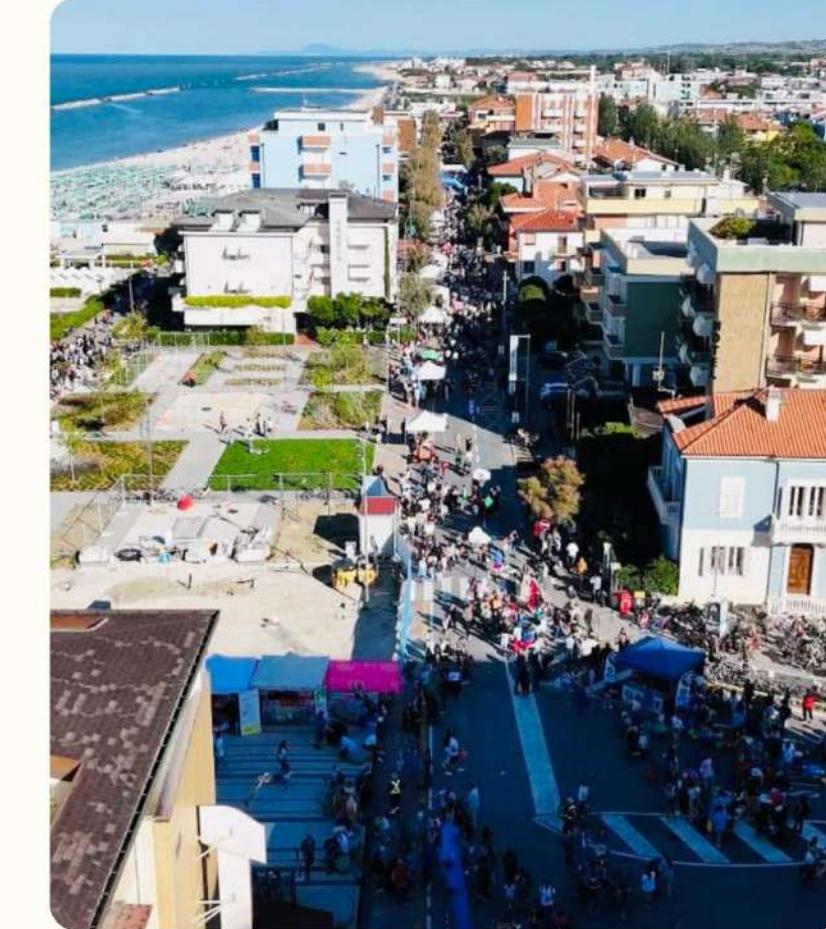
comune	valutazione	anno	tendenza
Pesaro		VII	
Fano		VII	
Altidona		III	
Corinaldo		VI	
Grottammare		VII	
Ascoli Piceno		I	
Jesi		IV	
Porto Recanati		IV	
Porto Sant'Elpidio		IV	
San Benedetto del Tr.		III	
Cupra Marittima		IV	
Urbania		VI	
Mondolfo		VI	
Porto San Giorgio		III	
Civitanova Marche		IV	
Fermo		I	
Sassoferrato		IV	
Ancona		IV	
...altri comuni marchigiani	N.P.		



## European Mobility Week



## Cities to Play



# Monitoring

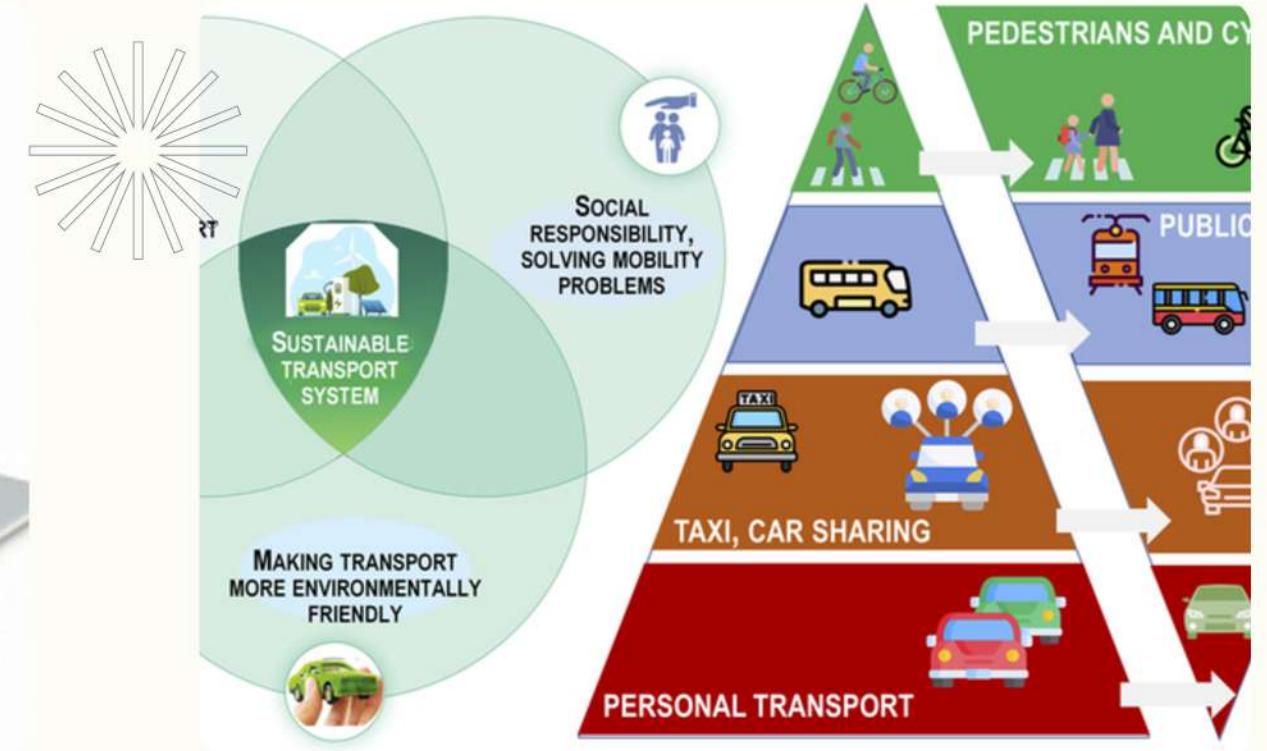
environmental monitoring



Social assessment

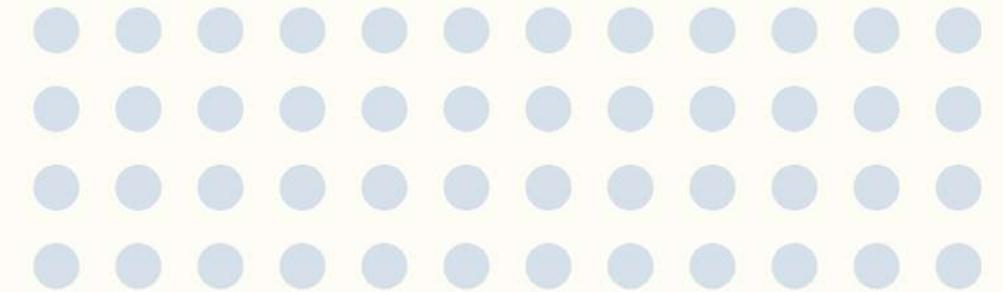
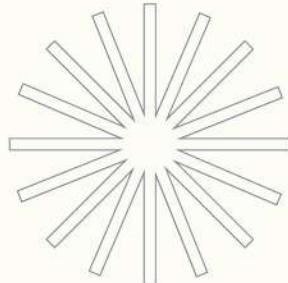


Economic monitoring



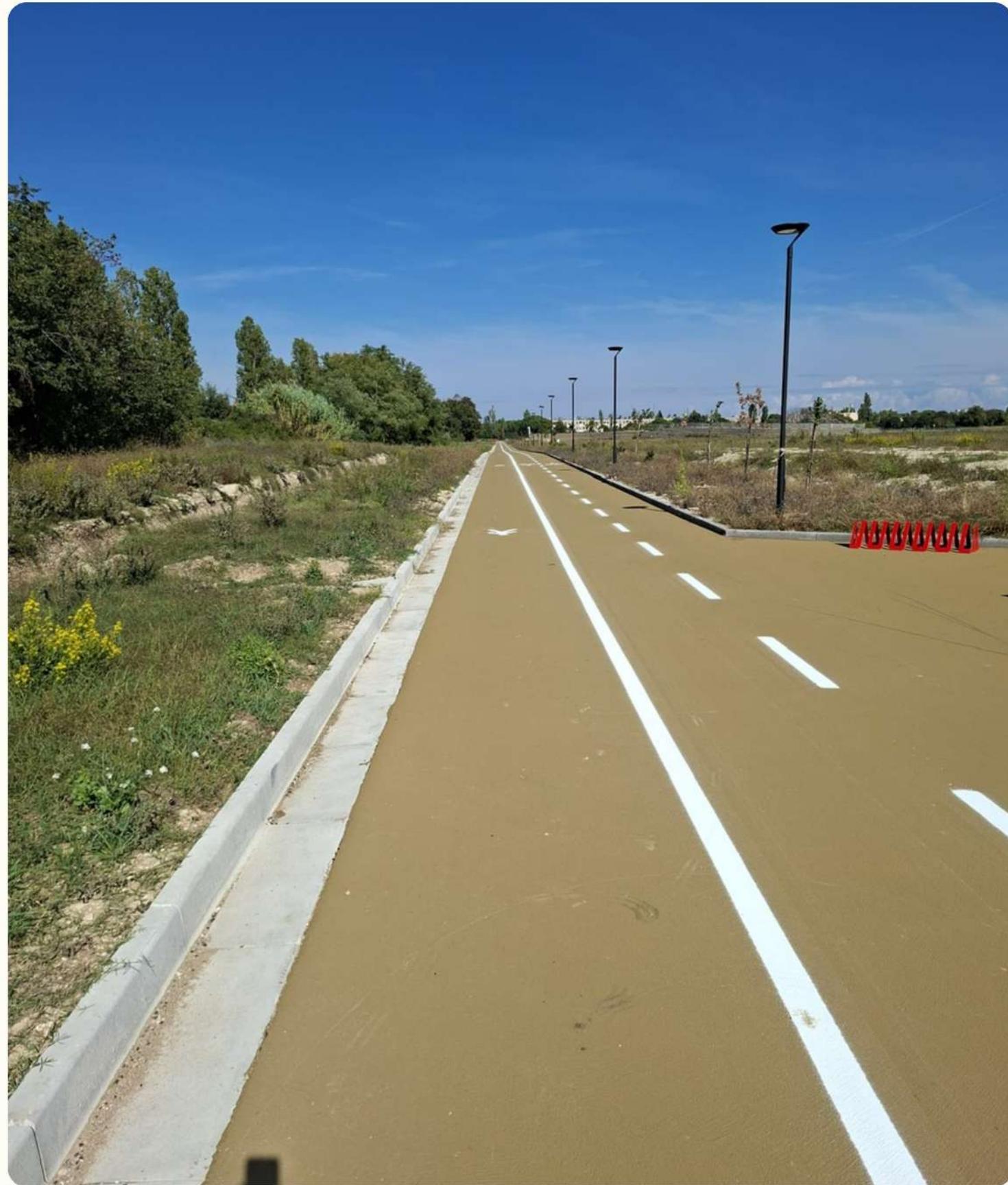
Monitoring the use of different modes of transport

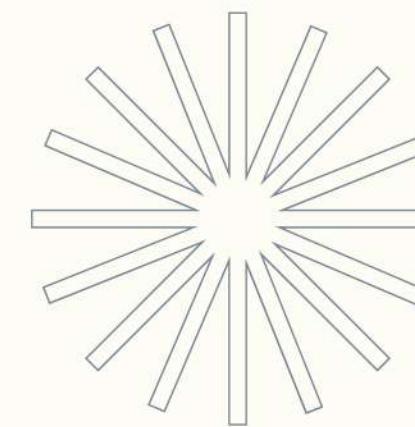




# Conclusion

Through sustainable mobility policies, opportunities for urban regeneration can be created in which the relationship between spaces dedicated to motorized vehicles, bicycles and pedestrians is rebalanced. The philosophy that orders each intervention is the pyramid of mobility: in first place there is the pedestrian and the cyclist with active mobility, then electric micromobility, then public mobility with public transport and at the base of the pyramid motorized mobility mostly composed of private motor vehicles





**THANK  
YOU!**

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and see you in Fano