P.A.S.T.A the legacy goes on
ECOMONDO - THE PEP Relay Race Rimini, Italy

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Staff Presidente/AD

09/11/2017 Session 2
Active mobility for a healthy community
The role of the Mobility Agency (RSM)

The Agency (2010) manages, through a legal service agreement, the bus service contracts performed by ATAC (the PT Operator in charge of metro, tram networks and 80% of surface public transport)

• 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

More info here https://romamobilita.it
Rome, a view on the city,

<table>
<thead>
<tr>
<th>Municipal Area</th>
<th>1.285 skm</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Population</strong></td>
<td></td>
</tr>
<tr>
<td>Metropolitan Area</td>
<td>4.400.000</td>
</tr>
<tr>
<td>City Residents</td>
<td>2.900.000</td>
</tr>
<tr>
<td><strong>Road Network</strong></td>
<td>8.000 km</td>
</tr>
<tr>
<td>Main road network</td>
<td>800 km</td>
</tr>
<tr>
<td><strong>Vehicles</strong></td>
<td>2.300.000</td>
</tr>
<tr>
<td>Cars</td>
<td>1.640.000</td>
</tr>
<tr>
<td>2 wheels</td>
<td>500.000</td>
</tr>
<tr>
<td>Goods delivery</td>
<td>160.000</td>
</tr>
<tr>
<td><strong>Daily Trips</strong></td>
<td>6.000.000</td>
</tr>
<tr>
<td>Peak-hour Trips</td>
<td>670.000</td>
</tr>
</tbody>
</table>
Residents evolution – The sprawling 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%

Population 2012
2,884,000 WITHIN GRA
747,000 OUTSIDE GRA
26%

Population 2020
2,980,000 WITHIN GRA
896,000 OUTSIDE GRA
30%

By 2020 30% of the population will be living outside the RingRoad
Cultural attitude for private vehicles

Motorization rate
840 veh./1.000 inhabitants (640 cars) one of the highest rate in Europe (587)

Modal Share

PT: 29,5%
Car: 48%
Motorbike: 15,8%
Walking: 5,7%
Cycling: 1%
Accident Figures

Within urban and suburban area, Rome has registered in 2017
29,523 accidents
127 fatalities
15,289 injured

Accident rate in Rome 4,4 fatalities /100,000 inhabitants
National rate 3,8 /100,000 inhabitants

Encouraging yet still far from the EU capitals (Berlin 1,5 London 1,6 Paris 1,7)

Social costs is about 1,2 billions euro
404€ per inhabitants

Despite an encouraging -34% compared to 2015 Rome still suffers 1 fatality every 2,8 days and 41 injured every day
So called «Vulnerable users»

Bad news
• **Pedestrians**  56 fatalities 2017 (39 fatalities in 2016)

Good news
• **Cyclists**  0 fatalities in 2017 (6 fatalities in 2016)
P.A.S.T.A #bikeit #walkit #liveit

7 case study cities involved: Antwerp, Barcelona, London, Rome, Örebro, Vienna, Zurich. The project brought together a multi-disciplinary consortium of leading experts in policy, research and practice from across Europe.
Europeans move too much without moving enough these days!

Many rely on cars for the shortest of trips. This comes at a cost to our health and the public purse.

On average people spend about **80 minutes per day** in transit.

Half of all trips, less than 5km, are undertaken by car.

Physical inactivity is a leading risk factor for ill-health in the European Region; resulting in **1 million deaths per annum**.
The EU-funded project PASTA - Physical Activity Through Sustainable Transport Approaches – aims to connect transport and health by promoting active mobility in cities as an innovative way of integrating physical activity into our everyday lives.

PASTA defined an active mobility measure as:

An action which is undertaken in order to increase the level of active mobility, i.e. walking, cycling, and the use of public transport, in a city.
Main part of the project was a longitudinal study in all seven CSCs aiming for a better understanding of correlates of AM and their effects on overall PA, injury risk and exposure to air pollution.

A total of 12,825 participants were recruited, 8,567 of them completed the baseline questionnaire from November 2014 to December 2016.

Each participant filled in average 8.1 subsequent questionnaires but there were also participants that stayed in the survey for the full lifetime (52 questionnaires).

A subsample of about 500 participants in all CSCs was tracked with a smartphone app (Moves).
Rome was the first city to reach the target in terms of volunteers (2090) recruited via the on-line questionnaire.
P.A.S.T.A 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.

But building in those 20 minutes of recommended physical activity every day isn’t always easy. One way to change this would be to make physical activity part of our daily routine. This is where the PASTA project comes in.

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.
P.A.S.T.A Rome case study city

Volunteers between 30 and 50 resulted in the highest %

63.9% of males
P.A.S.T.A Rome case study city

The following map contains all home locations of the participants in Roma.
Within the PASTA project the city of Rome, in accordance with the guidelines of the 2015 Mobility Masterplan, will deploy 200 new bicycle racks at schools and public buildings, metro stations for a total of 2,000 bike rack slots funded by PonMetro Program.
P.A.S.T.A Dissemination in Rome

The core element of all communication and dissemination activities within this study were the so called socials as well as the official website http://www.pastaproject.eu.

@pastaroma
@muoversiaroma
www.agenziamobilita.roma.it

Results of the project were presented in various conferences covering different specific topics (transport, health) and addressing different audience (scientist, stakeholder, practitioners)

Rome also approached sports events to promote the project
P.A.S.T.A Dissemination in Rome

Roma Gioca Sostenibile is the finest example of a solid dissemination initiative during rugby events through a partnership with FIR and CONI.
P.A.S.T.A Dissemination in Rome

Incentives also played a vital role in promoting PASTA

20 Tern foldin bikes were won by participants
P.A.S.T.A What have we learned

Rome has an enormous potential to tap into AM.

In 2015 the city administration approved the Traffic Masterplan for Rome, which formulates a new understanding of mobility. Doing so AM has been recognized by urban planning, and supportive mobility measures are underway to be implemented, particularly, pedestrian areas, 30 km/h zones and the development of cyclability through not only a network of cycling lanes, but also intermodal access to PT.

As we speak over 80 km of new cycling infrastructures as well as several 30 km/h zones are already planned and funded and will be implemented ideally in a 3yrs time.

People have increased the use of the bicycle as a systematic way of transport. It is vital to keep the momentum going and work relentlessly to make more people out of cars and on bikes for health and wellbeing, and for the economy as well.
To improve your health you don't have to be a #superhero it only takes 150' of moderate #activity per week @EUPASTA
From P.A.S.T.A to HANDSHAKE

Enabling the transferability of cycling innovations and assessment of its implications.

3 world-renowned cycling front runners
10 future cycling capitals
Thanks for your attention!

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