8th European Conference on Sustainable Cities & Towns
Breakout Session 1: Healthy Cities
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The role of the Mobility Agency

The Agency manages the bus service contracts performed by ATAC, the PT Operator in charge of metro, tram networks and 80% of surface PT

- 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
- R&D projects (+50 from 1998)
Rome, a view on the city

- **Municipal Area** 1.285 skm
- **Population**
  - Metropolitan Area 4.400.000
  - City Residents 2.900.000
- **Road Network** 5.000 km
  - Main road network 800 km
- **Vehicles** 2.650.000
  - Cars 1.890.000
  - 2 wheels 600.000
  - Goods delivery 160.000
- **Daily Trips** 6.000.000
- **Peak-hour Trips** 670.000
Rome, a view on the city
History and Heritage

Rome just turned 2769 years of age on Apr 21st
Rome, a view on the city
Cultural attitude for private vehicles

Motorization rate: 978 veh./1.000 inhabitants
Rome, a view on the city

Mosal share

- Public transport: 28%
- Car: 50%
- Motorbike: 15%
- Walking: 6%
- Cycling: 1%
Residents evolution 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%
Residents evolution in Rome

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

Population 2020
2,980,000 WITHIN GRA
896,000 OUTSIDE GRA
30%
The EU funded PASTA project aims to show how promoting active mobility (i.e. walking and cycling) can lead to a healthier, more physically active population - saving money and more importantly improving our lives.
Seven cities will be taking part in the longitudinal survey for the PASTA project: Antwerp, Barcelona, London, Örebro, Rome, Vienna and Zürich

- To help those planning our towns and cities to create a healthier, more physically active population - saving money and more importantly improving peoples' quality of life
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. The use of bicycles, together with walking in urban areas, 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.
Rome case study city

Rome is currently the first city in terms of volunteers (1700 approx) since the launch of the on-line questionnaire.
Rome case study city

Within the PASTA project the city of Rome, in accordance with the guidelines of the 2015 Mobility Masterplan, will set up 300 new bicycle racks at schools and public buildings, for a total of 3,000 bike rack slots.
Rome case study city

This measure will be accompanied by new policies for increasing the Active Mobility in cities and the reduction of physical inactivity, which contributes worldwide (according to the official WHO data) to 3.2 million deaths a year.
Incentives within PASTA Roma

40 Tern Linkd8 to be won by the end of the project
20 already gave out (feb 2015)
Dissemination Strategy via «socials»

@PASTARoma

@romamobilita

@francis_rojo_
Dissemination Strategy in Rome
Dissemination Strategy in Rome
Recruitment Strategy and Partnerships
6Nations and Federerugby 2015/2016
Recruitment Strategy and Partnerships
#wheninrome map 2015/2016
Recruitment Strategy and Partnerships
#worldleague and Federvolley 2015
Recruitment Strategy and Partnerships
#bikeparking nearby the stadium
Recruitment Strategy and Partnerships
#Bike2school Roma
European Cycling Challenge 2016
#pedalaperroma #romapedaladipu
2000 cyclists 180,000 km our goal
Concentrazione dati GPS relativi agli spostamenti effettuati dai ciclisti nel Maggio 2015

- **Alta concentrazione**
- **Media concentrazione**
- **Bassa concentrazione**
To improve your health you don't have to be a #superhero it only takes 150' of moderate #activity per week @EUPASTA
Thanks for your attention - Eskerrik asko

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