CIVITAS FORUM 2014 - Casablanca
23rd September 2014

TOWARD A WIDESPREAD CYCLING

Session II - Easy, shared and widespread cycling

Alessandro Meggiato, Municipality of Reggio Emilia (IT)
Overview

• Background: Reggio Emilia Cycling policies
• The importance of behavioural change
• Cycling and new citizens
AN INTEGRATED PROCESS:
- between mobility and land-use
- in more land scales

...BUILDING A SHARED SCENARIO

SCENARIOS ASSESSMENT
- on transport system
- on air quality
- on land use effects

AIM
reducing negative impacts related to the prevailing use of cars
SUMP STRATEGIES

THE CYCLING NETWORK PLAN

AIM: Cycling must cover the main role in modal split

- 12 main cycling paths going to city center and 3 rings
  high performances and direct routes
- A widespread secondary network with traffic calming techniques, sharing road spaces, general speed reduction on 30 Km/h
- 8 greenways outside urban area
- Cycling services
  16 bike sharing stations
  3 bike hiring and storages
WHY CYCLING?

Cycling is an intrinsic part of the daily life of the city and one that the local government strongly supports.

- The cycling paths stock is 191 Km, - 1,12 m/procapita – 1° in Italy
- Bike covers 18% of trips
- Reggio Emilia has the right climate and orographic features (Flat land, average temperature from 9 to 20 degrees, 35% of trips distance below 3 Km)
- Bike is greenest, cheapest and fastest….
- Cycling needs low investments
...building of a general "bicycle-friendly" environment ...

- developing services and infrastructures for cycling
- increasing road safety in urban area for cyclist and pedestrian
- promoting changing in mobility behaviours and lifestyle

it shouldn’t just be simply a matter of having more bike paths.... but get more cycling
Objectives:
• Accessibility as a right
• Giving back road its social role
• Cycling becomes a citizenship skill

Targets:
NEW citizens
• Children
• Newcomers
The “Manifesto for a safe, sustainable and autonomous mobility in paths from home to school”, written in April 2009, is:

- a new working method shared between all actors of the mobility sector

- a tool to involve all of the schools of the city in the mobility theme

- a tool to endorse schools and families activities

- a tool to network experiences and future projects and optimize the city’s resources

- a tool to take part in competitions submitting an overall project
## 6 LINES OF ACTION...

<table>
<thead>
<tr>
<th>Line</th>
<th>Action</th>
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<tbody>
<tr>
<td><strong>A- EDUCATION</strong></td>
<td>Correct life styles and awareness of environmental problems;</td>
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<td></td>
<td>A widespread education of sustainable mobility starting by the school</td>
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<td><strong>B- COMMUNICATION</strong></td>
<td>Respect for behaviour rules by drivers and road users</td>
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<td><strong>C- PROMOTION</strong></td>
<td>Experiences in sustainable mobility ‘home – school’ good practises</td>
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<td></td>
<td>Adhesions to sustainable mobility projects</td>
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<td><strong>D- SAFETY</strong></td>
<td>Bigger safety level into main ‘home – school’ routes and around the</td>
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<td>scholastic buildings</td>
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<td><strong>E- SERVICES</strong></td>
<td>Collective scholastic transport (schoolbus, car pooling)</td>
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<td>Advantaging not motorized movements</td>
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<td><strong>F- PLANNING</strong></td>
<td>Sustainable mobility, safe network for weak users.</td>
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<td>Attention in the design of new school buildings</td>
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### … FOR 9 PROJECTS

<table>
<thead>
<tr>
<th>Project Title</th>
<th>Description</th>
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<tbody>
<tr>
<td>‘IN REGGIO EMILIA WE GO TO SCHOOL BY BICIBUS AND PEDIBUS’</td>
<td>We would get to 1,000 children in 3 years</td>
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<tr>
<td>‘SAFETY INTO ‘HOME – SCHOOL’ ROUTES’</td>
<td>Yearly planning safe settings of ‘home – school’ routes</td>
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<td>‘SCHOOL BUS AND CAR POOLING’</td>
<td>We go to school together, by public transports or by car pooling</td>
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<td>‘HEALTH AND MOVEMENT EVERY DAY’</td>
<td>The importance of correct life stiles, since preschool</td>
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<td>‘SHARING THE RULES TO GO SAFELY’</td>
<td>Awareness campaign about road rules</td>
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<td>‘THE SUSTAINABLE MOBILITY IN THE SCHOOLS’</td>
<td>The sustainable mobility education in schools</td>
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<tr>
<td>‘COLLECTING GREEN MILES’</td>
<td>The ‘game – trip’ that brings us to KYOTO</td>
</tr>
<tr>
<td>‘THE SCHOLASTIC MOBILITY MANAGER’</td>
<td>Developing mobility projects into schools</td>
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<tr>
<td>‘CONCILIARE’</td>
<td>The family needs and the city</td>
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OUTCOMES

Main results:

• Over 500 children going to school by “bici-bus” every year
• 60% of children going to school in a sustainable way
• Network of 51 School Mobility Managers
• “Safe Home-to-School” project: 10 projects of traffic calming in home-to-school routes
Many people with an immigrant background never had the opportunity to learn to ride a bike, especially women.

Newcomers have a lower rate of motorization

Giving them cycling skills means:

- Improving accessibility
- Giving more opportunities
- Giving more integration in the local culture
- Increasing their comfort and engagement level
OUTCOMES

• Since 2007, FIAB (local cycling association) volunteers teach newcomer adults how to cycle, the rules of the road, and how to repair bicycles. The classes are free.

• About 100 newcomers have been trained since then

• The work with bicycle school is an important part of the drive for sustainable travel, but there are also significant social benefits by offering these individuals the opportunity to become more active part of the society.
Thank you!

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