

Deliverable Summary

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Context and Purpose

Over the last years, the Municipality of Bologna has been strongly committed in a strategy to reduce the negative effects of traffic, namely: traffic congestion, air pollution and road accidents, and actually longstanding problems in many Italian cities and throughout the Po area in particular. The Urban Traffic Master Plan, ratified by the Municipality of Bologna in June 2007, has well designed the strategy of the city. Beside a long-term plan for a new infrastructure framework for collective Public Transport, the Plan in fact foresees to immediately introduce some corrective actions in order to improve city mobility, as well as the air and environmental quality and, therefore, the overall quality of life.

Indeed the main barrier that compromise the success of measures planned is the so called “car culture”. Over the years in Bologna (but it even applies to the whole Italian scenario), a negative habit regarding transport and urban mobility has been established: cars and private means of transport in general, are seen by many people as the first and often the only choice to move around the city.

The main challenge of the Municipality of Bologna is now to create rather a new

“green culture” for urban mobility. Hence, one of the most important part of the activities has been addressed to promote a change in the ways to move by supporting actions like the ones towards bicycles (e.g. online communities) and walking, public or shared transport. So, within this strategy, services and solutions offered by the sustainable mobility play a decisive role.

Anyway, experience gained by the Administration in implementing measures has showed that actions carried out to deal with traffic problems, pollution and other issues concerning urban mobility do not succeed if a large part of the population is not involved and correctly informed. Traffic problems have to become one of the first issues in citizens' mind.

With the consciousness that citizens' and stakeholders involvement in Municipal initiatives is always a hard issue to face, Municipality of Bologna decided to put into practice a wide campaign aimed to change the behaviour of the whole community to induce a modal shift towards sustainable and less energy consuming means of transport.

Several actions have been put into practice to promote and favour the participation and cooperation of citizens, companies and other stakeholders in order to raise awareness on sustainable and more environmental friendly transport options amongst citizens.

In this strategy, the MIMOSA contribution and, specifically, the on-going activities within the measure 4.2 - (BOL) “Policy planning and co-operation” aim to:

- enhance and make more effective communication and dissemination activities;
- introduce, increase or improve innovative services to inform citizens and raise their awareness about sustainable mobility;
- organise and participate to specific events (meetings, conferences, seminars) at local, national and international level;
- implement new communication tools to publicise, promote and support all the opportunities and means of transport available in the city to allow a more sustainable and environmental friendly mobility;
- favour citizens, civil associations and other stakeholders involvement, participation and co-operation from the planning phase to the measure implementation.

Finally, the measure is intended to be in strict relation to all the other MIMOSA measures implemented in Bologna, in order to collect inputs and results and provide a comprehensive strategy for a common communication, involving the whole bundle of activities.

During the planning of communication and dissemination events and campaigns related to measure 4.2 BOL, a considerable attention has been put into identifying relevant audiences or market segments and in choosing appropriate communication devices and media. Approaches can in fact vary from publications (press releases, newsletters, brochures, websites), radio and TV, up to on-street and on-vehicle information displays, events (conferences, workshops, PR events) and road show, SMS and email communications, special training and simulations.

Indeed, in order to disseminate the opportunities and services about means of transport available to all people, not only road users but all citizens are involved in

the communication strategy. Despite that, several specific campaigns have been drawn considering only specific targets. For instance, special attention has been put into campaigns addressed to pupils and younger people, being this audience considered the road users of tomorrow.

In defining strategies and modalities of campaigns, a precious value has come from the collaboration with the more communication experienced partners in charge of dissemination work coordination at MIMOSA project level and Iclei/Vanguard at CIVITAS initiative, namely: Interactions and Velomondial. As a result, definitely a greater citizens/stakeholder involvement and participation has been reached.

Summary Contents

Within the MIMOSA project and specifically the measure 4.2 BOL, the Municipality of Bologna has been involved in promoting and supporting sustainable mobility's innovative services and solutions for urban mobility.

A new website specifically dedicated to mobility activities managed by the Municipality has been designed with the aim to address its contents and layout to citizens and their needs: <http://www.comune.bologna.it/trasporti/> . The new website is online since August 2010 and it is today an effective tool to inform road users and citizens in general about news on urban mobility and services offered to move around the city in a more environmental way.

The new application was used for the first time to disseminate the new measures adopted by the Municipality for traffic restrictions against pollution (Autumn/Winter 2010), in the framework of an innovative communication campaign in terms of conception and design. Beside the website, in fact, a number of leaflets and maps have been designed, produced and distributed to citizens. Additionally, the informative material utilised the innovative solution of QR code to give for the first time the possibility for smartphone owners to photograph the code and read all the new regulation directly on their phone.

http://www.civitas.eu/index.php?id=138&news_id=957&limit_start=15&advanced

A new logo has been designed to identify the events realised by the Mobility Department of Bologna City Council and related to sustainable mobility:



Beside the logo ("Mobi"), the slogan "Una mobilità pulita comincia da noi – A clean mobility rises from us" means that both Administration, citizens and stakeholders have to work together to achieve a more environmental friendly urban mobility.

Indeed, as explained above, believing that no action is able to obtain success without the participation and co-operation of citizens, companies and other stakeholders, the city of Bologna has been making a great effort to develop people

awareness about urban mobility themes and has arranged several events and occasions open to public in order to share and discuss strategies and activities that have been put into practice. This activity, managed under the measure 4.2 BOL, has been really important also to receive citizens/stakeholders' feedback, requirements and ideas for improving the city mobility.

First of all, in November 2008 the city of Bologna had the honour (and the duty) to host the CIVITAS Forum 2008. The various plenary sessions, roundtables and technical sessions were attended by more than 400 representatives, including 50 politicians, from European local and regional authorities - <http://www.civitas-initiative.org/index.php?id=100>

Technicians and representatives from Bologna took part to the following CIVITAS Forums and contributed in terms of marketing/dissemination material and professional speeches on the occasion of workshops and roundtables. However, the event hosted in 2008 was undoubtedly the most important for the city because it represented the official announce to citizens the city entrance in the great CIVITAS family.

During the first three years of MIMOSA project, beside the promotion of other sustainable means of transport (bus service, collective public and private transport, demand management, less pollutant fuel for vehicles), the activities implemented under the measure 4.2 have been focussed mainly in supporting cycling mobility.

A specific section of the new mobility website has been dedicated to the topic of cycling in the city and available services and opportunities are described on the website: <http://www.comune.bologna.it/trasporti/servizi/2:3026/> .

Moreover, marketing and informative campaigns have been implemented on cycling in Bologna, namely:

- new bicycle signs have been put up along the cycle track around Bologna in Spring 2011 in order to complete the “Road signs for cyclists” plan, which lead the cyclists towards the different urban routes. A specific part of the boards is dedicated to putting up notices and communications by cyclists associations and groups: http://www.civitas.eu/index.php?id=138&news_id=951&limit_start=15&advanced



Figure 1 – Bicycle signs have been placed along cycle track in Bologna

- restyling of the maps with cycle lanes has been done to be more “user friendly”. The map shows present and planned cycle lanes: www.comune.bologna.it/media/files/mappa_bici_20112012.zip;
- restyling of some maps on specific cycle tours has been made. An example could be seen by following the next hyperlink: http://www.comune.bologna.it/media/files/carte_territorio_1_1a_ok.pdf;
- a course on road safety for cyclists and a laboratory on cycle repairing has been organised in the secondary schools in cooperation with a cyclists association;
- several meetings have been organised with cyclists and associations to discuss about drivers and barriers related to cycling mobility in the city. The last one took place in September 2011: technicians from mobility Department met cyclists and associations in a workshop on cycling in historical areas involving bottom-up planning and consultation. The meeting was attended by dozens of people to allow a bottom up planning from citizens and experts.

The city of Bologna, in association with the National Ministry of Environment, hosted the first National Bike Day on May 9th 2010: with a series of local events, to encourage cycling as a method of sustainable mobility.

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and
http://www.civitas.eu/index.php?id=138&news_id=774&limit_start=25&advanced

The City Council supported also the organisation of the second “National Bike Day” in Bologna on May 2011, whose focus was the use of the bicycle also outside the city centre, with the organisation of a cycle tour to the hinterland of the city that has seen the participation of about 800 cyclists.

Due to the success obtained by the campaigns mainly focussed on bicycle in the first three years of measure implementation, the city of Bologna has now decided to make more efforts to promote even walking (see chapter Lesson learned). Anyway, walking promotion has always played a relevant role in the strategy for a sustainable mobility. For instance, within the measure 4.2 BOL, in Dec 2009 the Municipality of Bologna organized the exhibition “We are all pedestrians” in order to raise awareness of benefits related to walking and to the importance of increasing road safety, through both infrastructure conditions and respect for road rules (traffic law).

Within the measure 4.2 BOL, the city of Bologna has promoted and participated at events (forum, seminary, conference) dedicated to sustainable transport means and ecological behaviour, with dedicated communication and dissemination campaigns. Beside the already mentioned National Bike Days, other relevant and recent events for the city at local and international level have been:

- Mobility Tech – the International Forum on technological innovation within mobility and public transport: the city of Bologna participated at conferences that took place on 2009, 2010 and 2011, but the greater efforts have been put in occasion for the edition that took place in Milan in October 2010. The event was introduced by the Mayor of Milan and the Vice President of European Commission with over 2,000 people attending it. The Municipality of Bologna had an info point at the event, which was available to provide information to around 200 people, mainly civil servants and mobility experts on the CIVITAS initiative and the MIMOSA development in Bologna;

- in November 2010, Mobility Department presented the CIVITAS initiative guidelines and the MIMOSA project at an official political session of Transport Commission of the Provincia di Bologna (metropolitan Public Authority);
- in November 2010, technicians from the city of Bologna and Utrecht presented a talk on CIVITAS MIMOSA activities at a freight urban distribution convention in Brussels (part of EU presidency) during which CIVITAS and the MIMOSA programme were promoted;
- in February 2011 (Monza) and May 2011 (Treviso), Bologna participated in workshops organised by the Italian CIVINET Network in which even the CIVITAS & MIMOSA project were promoted;
- in April 2011, the Mobility Department was invited by the Faculty for Sociology (University of Bologna) to describe trends and actual scenario related to city mobility and the impact the project CIVITAS MIMOSA could have on them;
- in many occasions, technicians from the Municipality of Bologna have met delegations, practitioners and experts on mobility coming from all around the World, to describe them the CIVITAS initiative and MIMOSA measures implementation. The most recent official meetings have been with delegations from India, Buthan and Nepal, Chongquin-China, Portland and Denver–USA.

Undoubtedly the events related to sustainable mobility promotion through MIMOSA project (and specifically measure 4.2 BOL) have been the participation of the city of Bologna in the yearly editions of European Mobility Week.

The initiative “European Mobility Week – EMW” is a competition promoted by the European Commission between European cities on sustainable mobility that takes place annually on September. During a whole week, several information, education and demonstration campaigns have been carried out, involving a great number of citizens and stakeholders.

The city of Bologna has participated in the EMW for many editions, but probably the most significant for the city have been the edition of 2009 and 2011.

The focus of the EMW 2009 was represented by two weekends characterised by events dedicated to the themes of sustainability. A road show took place in the city centre in order to spread the adoption of sustainable consumptions and lifestyles and inform people about the Mimosa project and measures implementation. The Municipality of Bologna also joined in the “European day without cars” that was dedicated to the mobility modes with less impact on the environment, and with particular attention to the improvement of public transport.

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Figure 2; 3 – European Mobility Weeks and Mimosa Road shows have been participated by many people, especially children and pupils



Figures 4; 5 – Auction of bicycles: auction of second hand bicycles to prevent the rise of the stolen bicycles market. The event is managed by a University Student Association in collaboration with the Municipality of Bologna and Trenitalia (National Railway Company). The bicycles on sale through auction had been abandoned and found in city streets and at the railway station: such bicycles had been duly fixed by the Association before the auction. Winners were provided also with cycle safety tools provided by the Municipality of Bologna (lights and ring), brochures about road safety and MIMOSA promotional and dissemination material and gadget.

The EMW 2011 was the occasion to test for the first time a measure with a very big impact on urban mobility and city life in general: an experimental closure to the traffic was launched for an entire weekend and the so-called “T-zone” of the city centre was transformed in a perfect location for street events, theatre and music performances and exhibitions. The rich program of the 2-day event was possible thanks to a close cooperation with many category associations. Many cycling and walking tours were organised by sport associations, together with many events addressed to children and pupils. The response of the city was extraordinary in terms of public participation (see next “Lesson Learned” chapter for details).

The “T-Days” represented a new road to walk through and a new way to live and experience the historical centre of Bologna among culture, shopping, sport and environmental sustainability. Citizens had the possibility to participate and to interact with the proposed activities thanks to the use of social networks activated for the occasion: a competition was launched in order to collect useful suggestions on mobility for the city and the most interesting contributions were awarded.

The EMW 2011 represented the best occasion for the new Administration of the city just settled to show citizens a renewed high commitment towards sustainable mobility.

From a strict “communication strategy” point of view, the EMW 2011 edition saw the involvement not only of the Mobility Department but also of the Communication Department, in order to set up a coordinated Communication strategy towards citizens. The communication channels and tools selected in order to promote the EMW have been: realisation and distribution of paper brochure and informative material before and during the event, online material, the presence of a fixed Info Point and Totems during the initiative, press conferences, videos dedicated to events.

Over 400 people were surveyed during the week on their knowledge of MIMOSA & travel behaviour: questions dealt with the transport means regularly used on the home-work, home-school and home-city centre routes, the distance covered and the time taken for these trips. Citizens were also asked to answer questions on MIMOSA, namely if they had heard anything on the project and which sustainable mobility measure promoted by MIMOSA they appreciated attended by out of a check-list to be ticked-in. Answers will be soon evaluated and compared to answers collected last years for similar surveys, in order to find out trends on MIMOSA awareness in the city.

An informative campaign on new incentives for electric vehicles was implemented by the Municipality of Bologna, in order to inform citizens of the new incentives to purchase electric bicycles and motorcycles, in strict relation with implementation of the measure 1.2 BOL and a dedicated exhibition on electric vehicles was organized in Piazza Maggiore, the main square of the city centre. Of particular interest for people was the electric bikes stand that, especially after the announcement of the incentives, was the most visited.

During the “T-Days” thousands of maps titled “Less traffic, more city” and “The whole city belongs to me”, were distributed to citizens.

The “Less traffic, more city” map gives a complete overview of all the measures undertaken by the Municipality also with the contribution of MIMOSA project to reduce private motorized traffic. The map also outlines the sustainable mobility services alternative to private car, such as car sharing, bike sharing, new incentives available to buy electric bikes and mopeds, the free LPT season ticket for children up to ten year age.

The “The whole city belongs to me” map is fully dedicated to urban cycling and cyclists, from already existing cycle lanes on pavements and reserved cycle paths to the up-coming ones to be completed, from exchange parking areas “leave your car, take a bike”, to the anti-theft and repair services.



Figure 6 - Local media estimate about 60,000 people participated “T-Days”

Functional Use

The purpose of the present Deliverable is to give an overview of the efforts undertaken by the Municipality of Bologna (Mobility Department) in implementing an innovative strategy to promote and support sustainable mobility in the city (first of all measures related to cycling and walking mobility). The approach adopted by the Administration has been to encourage and favour the participation and collaboration of citizens, civil associations and other stakeholders while planning, designing and concretely putting into practice events, initiatives and new services addressed to raise people awareness and involvement.

Such a strategy is described in the present document and main actions adopted by Administration have been presented.

At the present stage, the city is dealing with an ambitious plan entitled “A City Centre Again”, with the purpose to introduce measures favouring cycling and walking mobility.

Lessons learned

The slogan of CIVITAS MIMOSA project (“Learn how to move better, to live in better cities”) emphasises that all the subjects involved in urban mobility have to work together in order to face the negative effects caused by urban traffic (firstly air and noise pollution, traffic congestion and road accidents) and to design and practice a new strategy for a change in attitude regarding mobility in the cities.

The experiences collected through the measure 4.2 BOL implementation have taught that this topic should become a priority in the agenda of both the Administration and people themselves. It is up to cities and administrative institutions to put into the field the maximum effort in order to inform, promote and facilitate the participation of citizens, companies, institutions and all the ones concerned in this challenge.

Indeed citizens, civil associations and stakeholders could play a decisive role in the strategy implemented by the city to support and promote sustainable mobility, in a real bottom-up approach: they have not been seen only as passive subjects (submitting to prescriptions), but as they have rather to play an active role (coping to prescriptions).

The active participation of stakeholders and associations involved in the initiative since the launch event communication campaign is fundamental also to make advantage of their specific communication channels, communication modality and contacts: a wider audience could be reached in a more effective way (e.g. a students association could design and realise a more successfully communication campaign addressed to students).

The collaboration and co-operation with stakeholders are necessary to join efforts and increase the results obtained by the measures. Hence, starting from the planning and programme designing phase, cities have to be open to new ideas and suggestions coming from stakeholders and associations, with a broad mind and seeking the input of them.

Such a modality does not actually reduce the commitment of city Administrations. It is rather the contrary: it could make the work of Administrations more complicated, even if more effective.

Indeed it is necessary that all events and measures proposed to people within a specific initiative contribute all together to address the same message, avoiding possible contradictions: therefore it should be in charge of Administrations to provide clear guidelines for the whole initiative, supervise and manage all the operative aspects and verify step by step the correct modality and fulfilment of all events.

Thanks also to the work undertaken in measure 4.2 BOL, the Municipality of Bologna has improved procedures to involve citizens and stakeholders in promoting and supporting sustainable mobility.

Depending also on some favourable specific conditions, enthusiastic response and involvement of citizens, civil associations and other stakeholders has increased event by event.

Events organised in occasion of the European Mobility Week 2009 saw the participation of about 3,000 people. About 2,600 brochures on sustainable mobility practices were distributed, 900 brochures on MIMOSA Project, 100 brochures “Move” on CIVITAS initiative and other informative leaflets were distributed in hard copies. About 150 people attended to the MIMOSA project official presentation conference, 350 answers to a specific survey were collected, 500 people participated to bicycle auctions (100 bicycles were assigned at low cost), 100 children participated to open air driving lessons, 1,000 MIMOSA gadgets for cyclist safety was distributed.



Figures 7-8 – Cycling in safety: safe driving course for schools, children, and families managed by Bologna Municipal Police Department. Children on bicycles are guided by Municipal Police officers through a cycle path designed in the middle of Piazza Maggiore. Officers explain the meaning of road signs, the basic traffic rules and the basic principles of a safe driving. At the end of the short course children are prized with a symbolic driving license and gadget

The first National Bike Day in Bologna was participated by 900 people that turned to info-stand for receiving information on services and solutions available in the city to practice sustainable mobility (specifically for cycling); 350 people (mainly children) joined the train+bicycle trip to reach a protected natural area, 100 cyclists participated a trip and 300 cyclists animated the “Bike Prode” parade around the city centre, 200 children participated to open air driving lessons, 500 people participated to bicycle auctions against bike stealing.

The weekend campaign in the framework of European Mobility Week 2010 saw the participation of about 3,000 people and each event had a large coverage by local media (with some important passage within broadcast on television). About 2,000 brochures on bicycle mobility in the city were distributed, more than 600 feedbacks to a specific survey were collected, 500 people participated to bicycle auctions (70 bicycles were assigned at low cost), 400 children participated to open air driving lessons, 2,500 gadgets for road safety have been distributed, 300 leaflets on vehicles conversion opportunity have been disseminated, more than 200 bicycles received a check-up and were anti-stealing marked, about 300 cyclists participated to bicycle races within the city.

The participation to European Mobility Week 2011 was so much enthusiastic as unexpected, at least in numbers! Local media estimated that about 60,000 people passed through the city centre along the two days (17th and 18th of September) enjoying the activities and the road shows organised for the occasion - 8 extraordinary local markets, 5 jazz concerts, 9 sport events, 14 events specifically on sustainable mobility and 5 museums were extraordinary open for the occasion.

A considerable amount of information material on Bologna urban mobility have been distributed through several points: the central URP (City Public Relation Office), the district URPs, the Urban Centre, the IAT (Central Office for Tourism), through institutional and corporate Mobility Managers of Bologna, bicycles retailers and other civil associations and sponsors partners of the initiative. In particular:

- 7,000 copies of EMW program leaflet;
- 22,000 copies of Cycle Lanes maps;
- 10,000 copies of Maps of provisions for air quality;
- 6,000 copies of Informative leaflet for incentive for the purchase of electric bicycles and motorcycles;
- 15,000 green promotional postcards;
- 5,000 postcards with map and questionnaire (distributed at info point and informative totems);
- 5,000 printed bags (distributed at info point, museums and centre shops)
- 7 informative totems were present at strategic points

The success of people involvement and participation to the EMW 2011 has been strongly appreciated even at European level. Indeed the city of Bologna won the 2011 European Mobility Week Award.

As written in the official press release of the European Commission after the award ceremony *“the city was judged by an independent panel of mobility experts to have done the best job in promoting clean alternatives to using cars and involving citizens in activities to support sustainable urban mobility during European Mobility Week 2011. The award was handed to the city delegation by Environment Commissioner Janez Potočnik and Vice-President Siim Kallas European Commissioner for Transport at a ceremony in the Brussels Musical Instrument Museum on 5th March 2012.*

Bologna won over the European Mobility Week jury by organising a Car Free weekend instead of just one day. The permanent measures implemented included

building charging points for electric cars and a plan to extend the city's network of cycling paths to 130 km. The municipal authorities invited citizens to contribute their views to the plan during Mobility Week. Bologna also set up a large car-free zone at the heart of the city for the week. This pedestrian area was open to street performers, retailers and sports associations and as the initiative attracted over 60,000 visitors, the city authorities have decided to repeat it in future events. The city also organised numerous bike tours, bicycle workshops and self-repair stands, games, walks and an exhibition on electric cars. Police officers participated in information sessions giving tips and explanations on safe cycling to families and an information point was set up for citizens to learn about new services offered to cyclists.”

<http://www.mobilityweek.eu/news/view/article/2012/03/06/bologna-wins-european-mobility-week-award-2011/> and
http://www.civitas.eu/index.php?id=138&news_id=1302&limit_start=0&advanced



Figure 9 – Mr Andrea Colombo (Mayor Councillor for Mobility) and Mr Cleto Carlini (Director of Mobility Dept.) receive the European Mobility Award 2011

Measure 4.2 BOL implementation contributed also in terms of modal shift. During the first years of MIMOSA project, many events and initiatives have been carried out to promote and support cycling (see list of activities described before in the “Summery Contents” paragraph).

Impacts of this effort have been visible considering data collected about the number of cyclists passing through detection spots placed on strategic position long the cycle paths net in Bologna. The following graph describes data collected by the annual monitoring realised by the Municipality of Bologna in collaboration with the University of Bologna about trends of cyclists registered by all the counters. In blue, data read every year, in red average data for all the years.

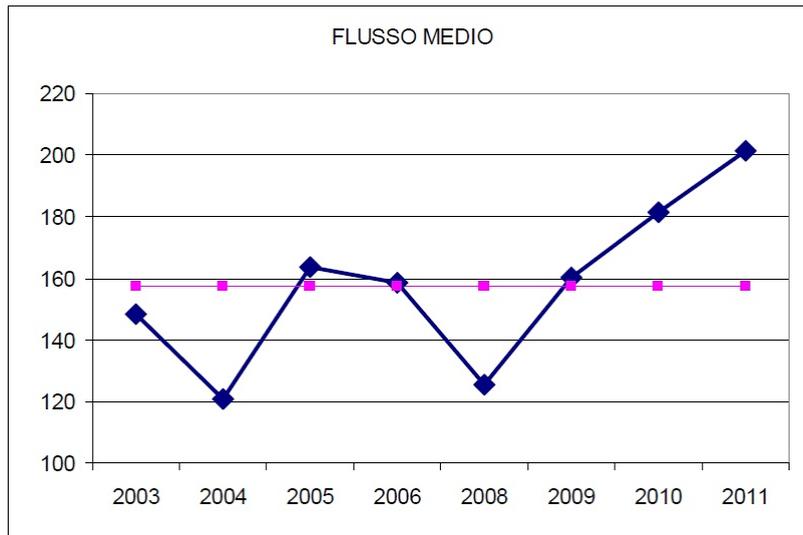


Figure 10 – Cycling rising in Bologna: trend in the last years

Data show a 12% of increase in number of cyclists, compared to the 2010, and more than 25% compared to 2009. Comparing 2011 with 2008 (when MIMOSA started in Bologna), increase even exceed 60%.

The study affirms a measurable increasing trend in the number of people using bicycles in the city, partially due even to CIVITAS MIMOSA policy and technical measure as well as the pro-cycling awareness campaigns begun in 2008.

Due to the obtained results in terms of cyclists growth thanks also to the campaigns carried out and strength of the positive response registered by the events and road shows realised within the measure 4.2 BOL (first of all the “T-Days” on 2011 described before), the city of Bologna has decided to make more efforts to promote even walking.

Over the last few months several areas in the city centre have been completely pedestrianized and a new pedestrianisation action plan for the historic city centre has been just launched. This project aims to revolutionise the mobility in the city, giving priority to pedestrian orientated measures. Currently, the city is running a kind of “participated project” in Bologna whereby citizens, stakeholders, associations meet together to speak about their ideas for a new city centre and give their contribution for the development of the new project.

The ambitious plan entitled “A City Centre Again” aims to address several problems regarding accessibility and liveability in the city centre. New public space regulations and interventions will be introduced on the basis that pedestrians should enjoy top priority and need to be welcomed back to the city centre. The Plan, currently in the consultation stage, is being enriched with feedback from all stakeholders including shopkeepers, institutions, environmental and cyclist associations in a very open participatory process.

http://www.civitas.eu/index.php?id=138&news_id=1256&limit_start=0&advanced

Attachment

- Att. 1 – Report on EMW09: a short report on events carried out in the framework of the European Mobility Week 2009 in Bologna, with photos. Language: English
- Att. 2 – Report on EMW11: a short report on events carried out in the framework of the European Mobility Week 2011 in Bologna, with photos. Language: English, Italian

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