



Infomobility bus

Mobility Forum in Genoa

The Mobility Forum is a permanent institution with a high political profile devoted to the dissemination of all CARAVEL initiative in Genoa. The Mobility Forum has 3 headquarters following the type of target: the palace of Villa Piaggio, Mobì in the city centre and an itinerant office the "CiViTAS CARAVEL Infomobility

Objectives / Innovative Aspects

to improve the information and communication with the citizens and all mobility stakeholders related to all important mobility planning activities in Genoa;

- to involve the public in the decision-making process of mobility policy strategies in an early stage;
- to seek partnerships with different stakeholders in the transport system, like shopkeepers, residential and commercial land developers, etc.;
- to exchange positions and mobility related information in a very efficient way.

The Measure

The theme of urban mobility represents one of the most critical features in the management of a big city area. The trend towards a higher traffic congestion compelled public administrations to conceive and experiment new mobility control methodologies. Often these measures are not very popular among citizens. The Mobility Forum provides all the necessary actions in order to plan, organize, put into practice and promote the realization of a permanent site of debate about these problems. Within the forum activities conferences, seminars, workshops on the different items are being organized. The forum is operatively supporting the adoption of the different measures envisaged in the Project. The activities of the Forum are also co-ordinated with all Genoa and other Project measures, also through the development of an e-consultation tool. The Forum is the main place where information on the Project and on the Measures is available and it also provides all the necessary actions to start a bi-directional (citizens politicians and vice versa) innovative approach in order to face urban mobility and public transport issues.

Implementation Status

A web based e-consultation tool (on-line Mobility Forum) is active since April 30, 2006, allowing the mobility stakeholders to exchange positions in a virtual efficient way. A Mobility Forum telephone-line has been set in order to give information on new transport services. With the collaboration of AMT, who gave at disposal an IVECO hybrid bus, with the collaboration of AMI technicians and drivers, IIC projected and put into practice an itinerant office able to give information on the Project, on the various different measures, promoting sustainable mobility among citizens, tourists and transport users, called CiViTAS CARAVEL INFOMOBILITYBUS.

Since June 2008 the Municipality of Genoa opened a transport information office in the city centre, called MOBI .

Results

Raise of citizens awareness of public transport services;

- Awareness of the importance of citizens behaviours for the reduction of environmental impact (pollution);
- Awareness of the global problem of mobility and transport;
- Quite high interest of the citizens in the project activities and measure implementation (ie: car sharing, Infomobility Platform, etc);
- Social acceptance of specific measures supported by the Forum activity;
- Different themes faced during the activities;
- Subject and institutional bodies involved in the works;
- Satisfaction by the politicians about the continued high-level political support;
- Good public image.

Related News

[CIVITAS CARAVEL Genova Info Mobility Bus \(CIVITAS CARAVEL\)](#)

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Measure completed