

2020
CiViTAS
Cleaner and better transport in cities

DESTINATIONS



Measure Evaluation Results

ELB 3.2 Sustainable and safe
accessible bike and pedestrian route
design

ELB 3.3 Requalification of main taxi
station area in Portoferraio

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Executive Summary

The cities of Portoferraio and Rio were built in ancient times and the historic roads often have no sidewalks or safe pedestrian or cycle paths, particularly in the historic centres or areas of environmental interest. In addition, some areas of tourist interest (such as in Portoferraio, the docks of the old port and the ancient Medici walls, or the historic part of the Rio port), do not have the level of security and accessibility that tourist cities nowadays grant.

The main objective of this measure was to design and carry out works to improve the accessibility and safety of pedestrians and cyclists in certain areas or routes. For example, in the area adjacent to the port of Rio, some pedestrian streets have steps which prevented the transit of bicycles or wheelchairs. In Portoferraio, some sections of the "Cammino della rada" path were not previously walkable, and the pedestrian walk along the quay of the old Medici port was not sufficiently protected from cars. The improvement of these situations has favoured walking and a greater use of bicycles by tourists and residents.

Also, the main taxi station of Portoferraio and the surrounding area are in need of redevelopment to improve people's access to taxis, and to improve the area's aesthetic quality.

The impacts of the measures ELB 3.2 and ELB 3.3 have been assessed through a series of interviews with citizens and tourists, carried out both in Portoferraio and Rio in September 2020. The interviews showed that the implemented measures for eliminating many architectural barriers existing in Rio and Portoferraio have been very well accepted by citizens and tourists. In addition, the improved accessibility and safety of some pedestrian paths has had positive evaluations.

The only measure that was not evaluated was the displacement of the taxi station in Portoferraio, as the measure had not been carried out by February 2021 due to political difficulties.

A Description

The aim of the measures (EL3.2 and ELB3.3) was to improve the accessibility and safety for pedestrians and cyclists in several areas in the two cities, by building new cycle and pedestrian paths and improving the existing ones, in order to stimulate walking and the use of the bike for short journeys.

In Rio, activities were developed in the ancient area next to the port, characterised by very steep and narrow streets, often interrupted by steps, and thus almost not accessible by elderly or physically impaired people. In addition, interventions to increase safety on the promenade along the sea leading from the port to the village of Cavo were also implemented.

In Portoferraio, several types of interventions were developed, both to improve access (the "Cammino della Rada" path) and the safety of pedestrians and cyclists (quay of the old port, pedestrian area adjacent to via V. Emanuele II, etc.). These included: better separation of routes from vehicular traffic, increasing the pedestrian areas and connecting the existing ones, introducing ramps for strollers and disabled people where necessary, and urban design interventions.



Figure 1: Overview of interventions (existing and designed and implemented or only designed) in the area near the Portoferraio centre.

The main taxi station area is located opposite the ferry landing and just in front of the main ferry company's ticket office. Currently there are safety access problems for taxi customers and some interference with vehicles that disembark from the ferries. In addition, the station needed to be

improved from an aesthetic point of view and with regard to a clear separation from the temporary parking area for ticket purchasing.

The planned project to move the station to an adjacent area, more out of the way of traffic, will improve the safety of its access and environmental aesthetics.

A1 Objectives and outputs

City policy level objectives:

- To increase the accessibility and safety of some walking and pedestrian areas and cycling paths for better promotion of the territory
- To foster the use of sustainable and healthy mobility modes

Measure specific objectives

- To improve the accessibility and safety of some historical city areas
- To eliminate architectural barriers in Rio's rear port areas
- To implement the walking path along the coast with safety and accessibility works
- To improve the safety and accessibility of the taxi rank in the Portoferraio port area

Output

Portoferraio Municipality

- Design the pedestrianisation of the road parallel to via V. Emanuele II
- Design and arrangement of some sections of the touristic "Cammino della Rada" route
- Design a pedestrian route in the "Porta a Terra" area

Extra-output during DESTINATIONS, funded by Portoferraio municipality:

- Cleanliness and improved accessibility of some routes in the historic centre
- Improving safety for pedestrians and cyclists in the old Medici port fronts
- Improving accessibility along the panoramic and touristic "Cammino della Rada" route
- Pedestrianisation of the road parallel to via V. Emanuele II
- Implementation of a pedestrian route in the "Porta a Terra" area
- Making routes more pleasant by increasing the aesthetic aspect
- Design of the displacement of the main taxi station of Portoferraio to an adjacent, safer, and more accessible area

Rio Municipality

- Renewal of the rear port areas with elimination of architectural barriers
- Improvement of the pedestrian and bike path along the coast in the direction of Cavo

Supporting activities

- In Portoferraio, the improvement of the accessibility of some sections of the walkable routes, such as "Cammino della Rada" or the path along the Medici walls, have been requested by both groups of citizens and environmental associations
- The Port Authority will participate in the arrangement of the relocation area of the taxi station by providing suggestions and funding

- In Rio, the activities were supported by the "Porto Praticabile" project between the Ministry of Cultural Heritage and Activities, the Port Authority, and the Municipality of Rio. The project's aim was the implementation of facilitated mobility actions and services for residents and tourists in the rear port area.

A2 Inter-relationship with other measures

These measures are linked to the Elba SUMP (ELB 2.1), as the realisation of improvements to cycling and walking routes has the objective of promoting sustainable mobility, which is also one of the aims of the SUMP.

The measures are also linked to the interventions aimed at increasing the safety of pedestrian crossings (ELB 3.1). In fact, the three measures (ELB 3.1, ELB 3.2, and ELB 3.3) can be considered a unique tool to improve safety and promote walking and cycling.

The removal of architectural barriers in the area behind the port of Rio is complementary to the works carried out by the Port Authority of Piombino / Portoferraio for the renovation of this area.

A3 Target groups and/or affected part of the city or region

The improvement of accessibility to the "Cammino della Rada" route in Portoferraio affects both the inhabitants of the town and tourists, and in particular the local associations for the environment and cultural heritage, as the route is of considerable naturalistic interest. It is also very relevant from the historical / archaeological point of view as it leads to an ancient Roman settlement (Villa delle Grotte).

The relocation of the main Portoferraio taxi station mainly concerns the group of taxi drivers operating at the station and tourists who disembark at the nearby docks.

The measures implemented in Rio concern both inhabitants and tourists, and in particular, persons with disabilities or with children's strollers.

A4 Stakeholders involvement

Stakeholder name	Activities description
Municipality of Portoferraio	Design and implementation of planned measures
Municipality of Rio	Design and implementation of planned measures
Taxi drivers of the main station of Portoferraio	Collaboration in the design of the new taxi station area

Table 1: Stakeholder involvement

B Measure implementation

B1 Situation before CIVITAS

Portoferraio

- The "Cammino della Rada" is a historic and scenic route located on the outskirts of Portoferraio. Before the DESTINATIONS project, it was hardly accessible to pedestrians and cyclists. Improving its safe accessibility would have allowed a major attraction for tourists and residents.
- In Via Vittorio Emanuele II, the pedestrian and cycle routes and sidewalks were not connected to each other; on specific sections people used to walk along a parallel route used as a car park and local traffic passage.
- Along Calata Mazzini (ancient Medici port), the pedestrian and cycle route were not very well defined or separated from car space. The possibility of car parking (although theoretically not allowed) was decreasing safety for people walking and creating obstacles to strollers or disabled people.
- The main taxi station of Portoferraio is adjacent to the quick stop area to buy the ferry ticket, but this delineation is not very clear. In the high season there is a need for a larger parking area for ticket purchases, as the turnout increases and some traffic problems occur. Moreover, the area has limited and unsafe accessibility during vehicles' disembarkation from ferries.

Rio

- Many architectural barriers forced passengers to a long and quite dangerous (especially for the disabled) route to reach the city centre, after disembarking from the ferries.
- The path along the coast that goes from the city centre to the village of Cavo was in a bad state of conservation and not very safe for either pedestrians or cyclists.

B2 Innovative aspects

The preliminary study of the overall historical areas of the Municipalities of Portoferraio and Rio aimed to identify the target areas for mobility, pedestrian, and cyclist safety improvements, and represents a significant intervention at a programmatic Elba level.

B3 Research and technology development

Not applicable.

B4 Actual implementation of the measure

The main actions carried out under this measure concerned both the safety of some pedestrian paths and the improvement of the accessibility of important areas in the two cities. The works were carried out during 2018 and 2019, and some, in particular those relating to the arrangement of the “Cammino della rada”, involved considerable difficulties. The pedestrianisation in Portoferraio of a stretch of Via V. Emanuele II is very important as it completes a pedestrian path in great demand by residents and tourists.

Portoferraio Municipality:

- Some important sections of the “Cammino della Rada” pedestrian route were rebuilt. The “Cammino della Rada” is a historical route that connects the city of Portoferraio to the historic fortress of Volterraio through an itinerary of great archaeological (Roman villas and baths), naturalistic, and landscape importance. The interventions carried out concerned the reconstruction of some coastal stretches destroyed by marine erosion and safety works.

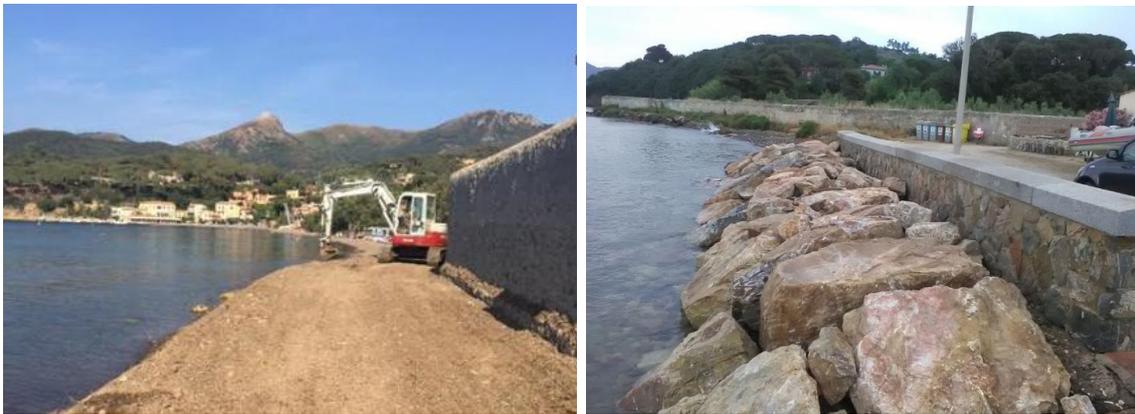


Figure 2: New stretches and protection works of the “Cammino della rada”

- Improvement of accessibility and safety for pedestrians and cyclists along the “Calata Mazzini”. These docks of the ancient port of the Medici, where tourist boats are moored, are very popular for walks by both Portoferraio tourists and residents. The newly installed traffic dividers prevent abusive car-parking and make the road safer for pedestrians and cyclists as well as improving its aesthetic aspect.



Figure 3: Increased safety along the docks of Calata Mazzini

- Pedestrianisation and reconstruction of the road parallel to via V. Emanuele II in the rear port area. Besides being in poor condition, this secondary road was used by pedestrians and cyclists together, and also as a parking and transit area for vehicles. Intervention for its pedestrianisation has allowed for better integration with the surrounding environment, for better separation among vehicular traffic and vulnerable road users, for better connection among other surrounding pedestrian and cycling paths (leading to the city centre, the touristic port, or the very popular “Le Ghiaie” beach) and, finally, for better use by physically impaired people and strollers thanks to the introduction of ramps and the removal of architectural barriers.



Figure 4: Pedestrianised road section in Via Vittorio Emanuele II and Interventions to increase accessibility in the pedestrianised road section in Via Vittorio Emanuele II.

- Construction of a sidewalk near the pedestrian crossing of Via Senno, in the “Porta a Terra” area, the ancient entrance to the old city. This sidewalk, in addition to making the ancient walls of the Medici more visible, allows safer access from the port area to the overlying old city.

Figure 5: Via Senno new side walk



- Moving the taxi station. The Municipality bought, at its own expense, a shelter to be installed in the new area adjacent to the existing station, but the works have been suspended. After the new City Council was established in the Municipality of Portoferraio, a new consultation phase with the taxi drivers has begun in order to confirm (or not) the relocation of the taxi station to the new area. This audit will also take into consideration the requalification design that the Port Authority is developing.

All these actions are proceeding very slowly due to the COVID emergency.

Rio Municipality:

A preliminary study on the state of accessibility of the historic centre streets was elaborated and a plan of interventions was realised in order to encourage tourists to visit the medieval part of the city.

Following this, the municipality proceeded to carry out several works to improve accessibility and safety for pedestrians and cyclists. These works can be described as follows:

- Renewal of the rear port areas aimed at eliminating many architectural barriers. The works mainly involved the installation, by a specialized company, of pre-fabricated devices in a synthetic material that allow people to easily climb the steps that are spread along the steep streets of the old port. In the surrounding areas, special devices have also been installed to make the routes safer for both cyclists and wheelchairs, children and the disabled.
- One electronic information panel was installed along the path of the quay, in order to provide information to tourists, thus increasing the city accessibility. This panel provides information about the main points in the city (such as the municipal hall, banks, post office, medical aid, tourist areas of interest, etc.) and how to reach them.
- Several pedestrian and cyclist paths in the touristic area and along the coast in the direction of Cavo were improved.



Figure 6: Present and planned taxi station



Figure 7: Devices for accessibility improvement

C Impact Evaluation

C1 Evaluation approach

Expected impacts and indicators

Impact category	Impact indicator	Unit of measure
Transport System	1-Cyclists and pedestrian satisfaction for increased safety on dedicated routes in Rio and Portoferraio	%
Society	2-Citizen's acceptance level of the pedestrian areas in Portoferraio and Rio	%
Transport System	3-Walking or cycling people in the "Cammino della Rada" or along the port docks of Portoferraio or along the sea in Rio during a summer peak week	Nº
Society	4-The perception of taxi users of the level of accessibility of the service area	%

Table 2: Expected impacts and indicators

Method of measurement

Impact indicator	Method*	Frequency			Target Group	Domain (demonstration area/city)
		Bef.	Dur.	Aft.		
1- Cyclists and pedestrian satisfaction for increased safety on dedicated routes in Rio and Portoferraio	S	-	-	M49	Citizens and tourist in Rio and Portoferraio holidays in Rio	Rio and Portoferraio
2- Citizen's acceptance level of the pedestrian areas in Portoferraio	S	-	-	M49	Citizens / all tourists People with disability	Rio and Portoferraio
3- Walking or cycling people in the "Cammino della Rada" or along the port docks of Portoferraio or along the sea in Rio during in a summer peak week	DC	-	-	M49	Citizens and tourist in Rio and Portoferraio holidays in Rio	Rio and Portoferraio
4- Perception of taxi users of the level of accessibility of the new service area	S	-	-	Not detected	Citizens / Tourists	Portoferraio

*Data collection (DC), Estimation (E), Survey (S)

Table 3: Method of measurement

Description of the indicator methodologies:

- 1- Cyclists and pedestrian satisfaction for increased safety on dedicated routes in Rio and Portoferraio** – Portoferraio and Rio municipalities were responsible for collecting this data. The 200 interviews were carried out during September 2020 and were targeted to both residents and tourists walking or cycling along the protected routes in Rio and in Portoferraio. People were asked: *Have you a greater sense of security in following the dedicated paths?* The answers were Yes, No, I don't know (DK).
- 2- Citizen's acceptance level of the pedestrian areas in Portoferraio** – Portoferraio Municipality was responsible for gathering information regarding this indicator. The information was collected through 150 surveys applied in some pedestrian areas of Portoferraio and targeted to tourists and citizens. Interviewed people were asked to declare their level of satisfaction (with the following ranking: "very satisfied", "satisfied", "not satisfied") "*Are you satisfied with the realisation of the pedestrian areas*". In this case about 150 surveys were collected in September 2020. More than 80% answers were "very satisfied".
- 3- Walking people in the "Cammino della Rada" or along the port docks of Portoferraio or along the sea in Rio during in a summer peak week** – Regarding the ex-ante estimation, it was predicted that in a week of the summer season there would be the following flow of citizens and tourists on the routes of interest: Cammino di rada $20 \times 7 = 140$; Medici port docks $100 \times 7 = 700$, Along sea Rio $20 \times 7 = 140$. Totalling 980 people/week. Portoferraio and Rio staff took note for 3-4 days, during the second week of September 2020, of the number of people walking in the affected sections.
- 4- Perception of taxi users of the level of accessibility of the service area** – The works to move the taxi station to the new area have been suspended. Interviews would have been done with citizens, tourists, and taxi drivers regarding their readings of the location of the taxi rank in the new area and whether they considered it more accessible.

The Business-as-Usual scenario

If the renewal works had not been done through the DESTINATIONS project, the Municipalities would have only made minor maintenance interventions over the years to these areas. This would have resulted in a remaining difficulty to walk through the areas along the "Cammino della Rada", the Medici port docks, Via Vittorio Emanuele II, and along the Rio seafront promenade. In the absence of the DESTINATIONS project, both the Municipality of Portoferraio and the Port Authority would not have examined the problem of poor accessibility in the taxi station area.

There are no previous data or references of the situation before the measures were carried out by the DESTINATIONS project. It is however clear that the conditions of these roads before the project interventions fed the perception of low safety by pedestrians and cyclists.

C2 Measure results

Impact category	Impact indicator	Unit of measure	Baseline	Ex-Ante	Ex-post
Transport System	1- Cyclists and pedestrian satisfaction for increased accessibility and safety on dedicated routes in Rio and Portoferraio	%	0	80% Yes 20% No	80% Yes 10% No 10% DK (1)
Society	2- Citizen's acceptance level of the pedestrian areas in Portoferraio	%	0	80% Vs 10% s 10% n	80% Vs 10% s 10% n
Transport System	3- Walking or cycling people in the "Cammino della Rada" or along the port docks of Portoferraio or along the sea in Rio during in a summer peak week	Nº	0	>1,000*	850
Society	4- The perception of taxi users of the level of accessibility of the service area	%	50%	80%	n.a.

(1) I don't know; VS = very satisfied, S = satisfied, N = not satisfied

* Cammino della rada 100, Medici dock 800, Rio Promenade 100

Table 4: Measure results

C2.1 Transport system

1- Cyclists and pedestrian satisfaction for increased safety on dedicated routes in Rio and Portoferraio – Following the actions carried out under this measure, about 200 interviews were collected in September 2020 in Portoferraio and Rio. From the interviews, it emerged that around 80% of cyclists and pedestrians declared to be satisfied with the safety interventions.

3- Walking people in the "Cammino della Rada" or along the port docks of Portoferraio or along the sea in Rio during in a summer peak week – The data were collected through surveys conducted on pedestrian and cycling paths or roads of Portoferraio and Rio for 3-4 days in a week during the month of September 2020 and estimated for a week. From these surveys, the following can be reported:

- About 8-10 people per day walked/passed by the "Cammino della Rada" for a total of 63 people in a week (9 people in average per day * 7 days)
- About 100 people per day walked/passed by Medici port docks for a total of 700 people in a week (100 people per day * 7 days)
- About 10-15 people per day walked/passed by the Promenade along the sea in Rio for a total of 84 people in a week (12 people in average per day * 7 days)

This led to a total of about 850 people passing through these three areas in a week.

It is worth noting that the data was collected in September 2020 with a limited number of tourists on the island due to the COVID emergency and the end of the summer season.

C2.2 Society

2- Citizen's acceptance level of the pedestrian areas in Portoferraio – The interviews were conducted in September 2020 to citizens and tourists walking along the "Calata Mazzini" in

Portoferraio. The question was “Are you satisfied with the realisation of the pedestrian areas?”. About 150 answers were collected, resulting in 81% reporting they were fully satisfied, 11% quite satisfied and 8% not satisfied.

4- Perception of taxi users of the level of accessibility of the service area – The works to move the taxi station to the new area have been suspended awaiting a new phase of consultation with taxi drivers to confirm the transfer of the taxi station to the new area. It was not possible to conduct interviews to assess the accessibility of the service in this new area during the project.

C3 Quantifiable targets

No	Target	Rating
1	Reduction of road accident risks for cyclists and other road users	NA
2	Foster the use of sustainable and healthy mobility modes	NA
3	Portoferraio new taxi station: Improvement of the urban environment and of its accessibility	NA
4	*At least 80% of interviewed cyclists and pedestrian are satisfied for increased accessibility and safety on dedicated routes in Rio and Portoferraio	**
5	*At least 80% of interviewed pedestrian citizens are satisfied for increased safety on dedicated routes in Rio and Portoferraio	**
6	*More than 1,000 people in a week during peak season walk in the “Cammino della Rada” or along the Medici port docks or along the sea in Rio	*
NA = Not Assessed O = Not Achieved * = Substantially achieved (at least 50%) ** = Achieved in full *** = Exceeded		

*New target, not in GA

Table 5: Assessment of quantifiable targets

The assessment of the above-mentioned impacts is based on interviews with residents and tourists, providing feedback and an evaluation rating of the interventions.

Regarding impacts 1 and 2 foreseen in the G.A, the local partners consider that the work developed contributed to increasing the accessibility and safety of some city paths, which has led to a reduction in the risk of accidents and encouraged people to use healthier mobility modes. Since the reduction or encouragement data were not of practical measurement, these targets have been reformulated into surveys asking opinions from those directly concerned (i.e. cyclists and pedestrians) regarding their feeling of greater safety resulting from the work carried out, and measuring the number of people walking in any major pedestrian paths.

A positive result was achieved regarding the degree of satisfaction of the interviewees for Target 4 and 5, with 80% stating they were very satisfied. The number of pedestrians measured (850) confirmed the relevance of the works carried out, substantially achieving Target 6.

It was not possible to assess Target 3 as the evaluation of the accessibility of the new taxi station in Portoferraio will only be possible after its implementation, which will only occur after the project.

C4 Up-scaling of results

Not applicable.

D Process Evaluation Findings

D1 Drivers

One of the main drivers for the realisation of this measure was the political commitment. At the political level, both Portoferraio and Rio municipalities considered the improvement of pedestrians and cyclists' safety as a must for a territory with a strong tourist vocation, such as the island of Elba. In addition, the two municipalities were very interested in improving the safe access to roads for cyclists to increase mountain bike tourism, which could help in facing the issue of de-seasonality with the extension of the tourist season beyond the summer period.

The Port Authority was also very committed to improving the safety and accessibility of the areas close to the two ports. The Municipality of Portoferraio supported all the realised works at its own expense. The development of cycle paths on the island is in line with the regional project of the "Ciclopista Tirrenica", which on the island is fundamentally based on the use of historic public routes taken from the 1848 Leopoldine Map Land Registry. Regarding the "Cammino della rada" path, active environmental groups of Portoferraio were promoters of improving its access and maintenance. In addition, the Municipality of Portoferraio and the Port Authority wish to improve the present taxi area both from an accessibility/safety point of view and from an aesthetic point of view.

D2 Barriers

The centres of the two cities of Portoferraio and Rio are very old and characterised by an ancient urban architectural concept, with steps and narrow streets, making it quite difficult to create dedicated pedestrian or cycling routes due to the morphology, the presence of barriers, and the lack of space. These characteristics are also related to many peripheral roads in the two cities, connecting the residential areas, in which the realisation of protected cycle paths is equally difficult. There were many problems to complete the entire route of the "Cammino della Rada" due to sea erosion in some places. However, it was still not possible to proceed with restoring the path along the seafront in some stretches. Therefore, continuity of the route would be possible only with a deviation of the path on private land, but in this case, the difficulty in obtaining the needed permit has hindered the completion of the interventions on the remaining part of the "Cammino della Rada".

To move the taxi station from the current location was very complicated from a social point of view. This is because taxi drivers are not a unique company but single operators and often do not agree with one another. This led to substantial delays in the implementation of the measure. The COVID-19 emergency and the change in municipal administration has led to delays in the realisation of the project which must be approved by the taxi drivers. A final agreement is expected in 2021.

D3 Lessons Learned

At the local level, a larger communication and information campaign would probably have increased the number of residents participating in the surveys. In fact, apart from a general initial scepticism towards interventions leading to road changes, local residents finally appreciated them and declared to be very satisfied. Citizen involvement is also key to underline other potential needs, gaps, and

problems that could be faced with similar interventions on other parts of the island. It is not convenient to carry out a project if there is not complete agreement between all the parties involved.

E Evaluation conclusions

The ELB 3.2 measures implemented in Portoferraio and Rio dealt with simple interventions that are very useful for residents and tourists.

The implemented measure eliminates the many architectural barriers existing in Rio and have been very well accepted by citizens and tourists. Making the pedestrian paths of the "Cammino della Rada" route and the safety of the promenade along the docks of the Medici port in Portoferraio more welcoming was very important.

The positive evaluations resulting from the limited interviews carried out confirm the validity of the works carried out.

F Additional information

F1 Appraisal of evaluation approach

The surveys were conducted during the month of September 2020. Unfortunately, the COVID-19 emergency drastically reduced the number of tourists present on the Island in the month of September 2020 and increased a general "fear" and "unwillingness" of being approached for an interview.

Regardless, during 3-4 days of the second week of September 2020, the number of people passing through the roads in which interventions were realised was detected. The data obtained were extrapolated for 7 days, thus providing a fairly plausible quantitative approximation of the number of people passing through these roads.

F2 Future activities relating to the measure

The Municipalities of Portoferraio and Rio have drawn up general plans for the development of both pedestrian and cycle paths. The work carried out during the DESTINATIONS project represents the realisation of only a part of the plan that will be completed in future years.

The Municipality of Portoferraio and the Port Authority are confident that they will be able to find an agreement with the taxi drivers and to complete the works for refurbishing the area to make it safer and more accessible.