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CIVITAS PORTIS TRANSFERABILITY

INSIGHTS INTO THE IMPLEMENTATION OF SMART MOBILITY MEASURES

TRIESTE MOBILITY MEASURE

SUSTAINABLE MOBILITY MODES FOR CRUISE PASSENGERS



A publication by the CIVITAS PORTIS consortium

MOBILITY MEASURE SUSTAINABLE MOBILITY MODES FOR CRUISE PASSENGERS

WHAT IS IT ABOUT?

The city of Trieste is offering three piers for cruise ships; one of these is situated in the front of the main square of the city. That facility offers unrivalled benefits for cruise tourists who are immediately surrounded by the museums, monuments, shops, and restaurants of the city centre. This leads to booming cruise tourism in Trieste but also represents a serious concern in terms of mobility.

CIVITAS PORTIS and the improvements on soft mobility options within Trieste form the ideal setting to tackle this particular mobility challenge through the development of complementary mobility measures which are specifically targeted to (cruise) tourists.



KEY ELEMENTS

Develop a set of measures to foster sustainable mobility amongst (cruise) tourists:

- **Develop a guide book for tourists** to promote soft mobility options (walking & cycling);
- **Develop an app to guide tourists** towards sustainable mobility options and preferred itineraries;
- **Promotion of sustainable mobility** options to the cruise industry;



CONTEXT & CHALLENGES

Trieste's impressive historical and cultural heritage and its high quality of life makes for a significant increase in tourism over the last decade. On top of its own unique features, the city also offers swift train connections to other touristic destinations, such as Venice, which is reachable within two hours. Furthermore, the city of Trieste is offering three piers for cruise ships; one of these is situated just a few steps from the city's main square in the very centre of the city. That facility offers unrivalled benefits for tourists who are immediately among museums, monuments, shops, restaurants of the city centre but represents also a serious concern in terms of mobility. In recent years, Trieste has witnessed an increasing number of ships arriving in the city with a growing number of tourists who need to move around and get information about the main cultural and historical sites and who are not fully satisfied by the information and services provided so far. In fact, Trieste received one million tourists in its city in 2019, of which approximately 20 % are cruise tourists.

Driver:

Porto Vecchio: integration of old commercial port & Trieste city encompassing soft mobility measures and promotion of Porto Vecchio (the old commercial port of the city) extends over an area of about 66 hectares running along the city's seafront. Since the start of the PORTIS project, the idea has been to implement a SUMP for the city that could be extended to this area recently annexed by the municipality. The renewal and requalification of this almost abandoned area and the repurposing of its facilities is a top priority for the municipality.



The interventions take into account the environmental, landscape and typological context and foresee the transformation of the spaces through a progressive urban development, the realization of infrastructural networks, and the strengthening of transport infrastructures by implementing connections to the city, for instance by the creation of an urban linear park that seamlessly connects the area to the city and the sea.

In order to increase the attractiveness of this area and allow citizens to enjoy public recreational spaces to cycle and walk, the Porto Vecchio planning foresees pedestrian and bike lanes and the installation of PORTIS bike-sharing stations. The latter are specifically beneficial for cruise tourists, as one of the bike sharing stations has been installed in front of the pier. The E-bikes not only foster cycling along the waterfront, but also foster discovering the more hilly parts of Trieste.

Challenges:

- Support the booming cruise business with adequate and sustainable urban mobility options for tourists.
- The piers for cruise ships bring in a large number of tourists into the city but this results also in a serious concern in terms of mobility.
- It is difficult to convince tourists – in time – on how to use sustainable modes, as they are often offered full-option 'packages' by travel agencies or cruise operators, including travel options that aren't necessarily sustainable (e.g. rental cars or cabs).



MAIN ACTIVITIES

Development of a guidebook:

This guidebook gives complete and up-dated information on how to move in the city and in the Old Port area. Moreover, it provides tourists (especially cruise tourists) with information on the bike sharing system and itineraries around cultural and historical sites. The guidebook is ready to use and can be downloaded for free from the sites of tourist promotion agencies and Municipality websites, and will be distributed to the hotels after Covid-19.

Development of a tourist app:

Based on the Smart Trieste information platform, a smart data platform which integrates information from various sources e.g. from various mobility providers, on events, on actual road works and the city-port integration project, the municipality of Trieste developed an app targeted specifically to tourists.

The tourist app prioritises the information from the Smart Trieste information platform in a way to foster sustainable tourism.

As such, the app includes and supports the following activities (which were developed within PORTIS lifetime but funded outside PORTIS):

- Promote the use of the seven thematic itineraries as they are presented prominently when entering the app, all of which have their starting point at the marine station making them all extremely convenient to be used by cruise tourists
- Via QR-code at the totems on the points of interest which were developed to support the use of the thematic routes, tourists are directed to the itineraries on the app and will get further directions to follow their preferred routes.

The app promotes important sustainable mobility information for tourists, e.g. by pointing out the locations of the bike sharing stations - of which one has been implemented right in front of the cruise terminal, facilitating its use amongst cruise tourists.

Promotional activities:

Tourists are an important target group that have been taken into consideration while promoting the various soft mobility measures within Trieste. Because of Covid-19, specific promotional activities targeted to tourists and stakeholders in the industry have been delayed. Appropriate social network activities and press conferences are envisaged as soon as tourism retakes its normal course.

BASED ON THE SMART TRIESTE INFORMATION PLATFORM, A SMART DATA PLATFORM WHICH INTEGRATES INFORMATION FROM VARIOUS SOURCES, THE MUNICIPALITY OF TRIESTE DEVELOPED AN APP TARGETED TO TOURISTS SPECIFICALLY.



BENEFITS & COSTS

Benefits

It is difficult to assess the benefits of the mobility measures for tourists at the end of the PORTIS projects, as tourism in 2020 is heavily impacted by Covid-19. Due to the Covid-19 outbreak, barely any cruise ships arrived or departed in Trieste after the completion of the PORTIS activities.

When tourism will retake its normal course after Covid-19, the measures are expected to yield the following results:

- An increase in tourist visits and tourism promotion through sustainable mobility choices, thanks to the APP and the guidebook;
- Tourism being more evenly spread over Trieste's urban and suburban areas, thanks to the APP and the guidebook.

The measures are expected to contribute to the following beneficial trends in the future:

Transport

The above-mentioned actions and the overall approach of Trieste to foster soft mobility are believed to have a positive effect on the modal share of Public Transport, cycling and walking in the city, and are hoped to yield the following results:

- **Public Transport:** + 3%
- **Cycling:** + 100 % (due to the newly implemented bike sharing system)

Energy & environment: The increase in soft mobility will reduce fossil fuel consumption and thus reduce pollution and CO2 emissions.

Costs

Costs related to this set of measures involve the publication/printing of the touristic guide for soft mobility, which was implemented in synergy with the TriesteMetro project. The app has been developed in parallel with the development of the Infomobility platform 'Smart Trieste'. By including the development of the app in the same contract/deal for the Infomobility platform, cost savings were made.

USERS & STAKEHOLDERS

Users:

The target groups identified for this set of measures are:

- **Tourists**
 - individual/self-organized tourists
 - cruise passengers
- **Companies** active in the touristic sector: play an important role as intermediaries to promote sustainable mobility options amongst their clients

Stakeholders:

- Trieste Municipality: responsible partner
- App-developer AutoLogs
- Trieste Trasporti: Data providers for GTFS data (data on public transport schedules) for the platform
- University of Trieste (DIA): evaluation partner
- SABA Italia, Park San Giusto, ESATTO, Trieste Terminal Passeggeri: Data providers (Private Parking Company – Parking availability data)
- Taxi Company: Data providers – number of customers
- Port Network Authority of the Eastern Adriatic Sea: Data providers ((Autonomous Public Entity – parking data)
- Trenitalia: Data providers (Rail Service Provider – passengers data)
- RFI: Data providers (Rail Infrastructure Manager)
- State Property Officer : Data providers
- Capitaneria di Porto (port authority): Data providers for ships information
- Sustainable Mobility Associations: Data providers for potential demand
- Private Company for renting cars with driver: Data providers for number of customers
- Touristic operators: Data providers for number of tourists

THE ABOVE-MENTIONED ACTIONS AND THE OVERALL APPROACH OF TRIESTE TO FOSTER SOFT MOBILITY ARE BELIEVED TO HAVE A POSITIVE EFFECT ON THE MODAL SHARE OF PUBLIC TRANSPORT, CYCLING AND WALKING IN THE CITY

FROM CONCEPT TO REALITY

Preparation (15 months):

Preliminary study about tourist itineraries in the city centre and main contents of the guidebook:

- Preliminary study (October 2017 to December 2017) – Preliminary study about tourist itineraries in the city centre and main contents of the guidebook.

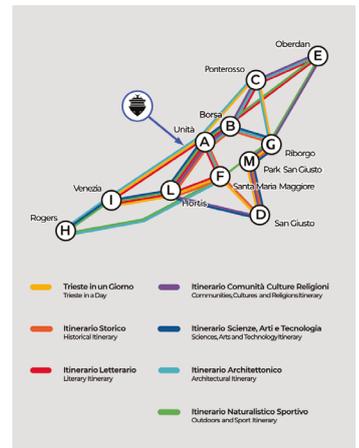
A feasibility study for the realization of tourist itineraries in the city of Trieste has been developed - also cooperating with students of the University of Trieste who have carried out an internship at the Municipality of Trieste. The study provided for:

- the definition of some pedestrian routes for tourists in the city, and in particular for cruise passengers;
 - the identification of sites to visit;
 - the definition of methods to give information to users (traditional and interactive information panels, tourist guide, QRcode, e-beacon);
 - rough design of urban furniture to be installed on the territory.
- Technical expertise (November 2017 – December 2018) – Since this measure deals with innovative ICT aspects, specific technical expertise is needed. For this reason, the Municipality requested an amendment in order to involve a competent company that can support the administration in the technical ICT aspects. In this stage the documentation for the amendment request was prepared.
 - Agreement with ICT-provider (June 2018) – The agreement between Trieste Municipality and ICT-consultancy firm AutoLogs was signed, but the requested amend-



TRIESTEMETRO traccia 7 linee dedicate ad altrettanti temi e aspetti della cultura cittadina: percorrendo ciascuna linea si incontrano le uscite che conducono agli itinerari di approfondimento e si può decidere di volta in volta se imboccarli o proseguire. Scopri le anime della città sui **100 totem stradali**, visita il **sito web**, scarica la **app mobile** con realtà aumentata che ti guida nei percorsi, consulta il **contappass** con i consigli per la tua salute, ritira i **pieghevoli** informativi presso info point, musei e biblioteche. Come una metropolitana ma a piedi, con vantaggio per la salute.

TRIESTEMETRO traces 7 routes dedicated to as many themes and aspects of the city's culture. Along each line you will find the exits that lead to in-depth itineraries and you can decide from time to time whether to take them or continue on your way. Discover the heart of the city on the **100 street totems**, visit the **website**, download the augmented reality **mobile app** that will guide you along the routes, consult the **pedometer** with advice for your health and collect the information **leaflets** at info points, museums and libraries. Like an underground but on foot, with health benefits.



ment was not yet approved and, consequently, the actual implementation of the measure could not be realized.

- Project of touristic itineraries: (17th December 2018) – The project of seven touristic itineraries and the main touristic attractions was approved by the Municipal Assembly.
- Technical report: (December 2018) – The technical report of the touristic pedestrian routes was concluded, with the localization of big and small totems on key locations.

Implementation (18 months):

Development of a walking and cycling guidebook for cruise tourists and development of the APP format:

- Start of the implementation phase (7th January 2019) – The amendment was formally approved by the Commission: start of the implementation phase.
- Initiation of contract with selected third party (22nd January 2019) – Technical meeting between Trieste Municipality and AutoLogs: official initiation of the contract with the selected third party.
- Technical meeting (18th February 2019) - Technical meeting with all the Trieste project partners.
- Multilateral technical meetings – Technical meetings with: (24th October 2019) University of Trieste and the organization responsible for the promotion of tourism and events; (20th February 2020) University of Trieste and Trieste Trasporti. During these multilateral technical meetings, different issues have been discussed according to the competencies and responsibilities of the participants.

- **Meetings/synergy with Triestemetro project (2017 - June 2020)** – Meetings between Trieste Municipality and the representatives for the project ‘Triestemetro’, which is a multimedia and multichannel project adopting a sustainable and smart approach to promote the cultural heritage of the city of Trieste to both tourists and citizens. More in detail, the Triestemetro project consists of a pedestrian circuit composed by seven different thematic pedestrian itineraries. Information concerning the latter is provided in diverse languages (Italian, English German, and Slovenian) through a variety of communication channels (totem, flyers, web platform, and APP). This project has not been financed using PORTIS funds, but it contributed to the creation of information content for the transport information platform, the guidebook and the APPs developed within the PORTIS project.
- **Draft of the walking and cycling guidebook for tourists (March 2020 – July 2020)** – The walking and cycling guidebook for cruise tourists has been drafted: it provides information on possible sustainable mobility solutions (bike-sharing system, intermodal points, cycling and pedestrian paths, etc...) to visit tourist attractions in Trieste, including the Old Port areas.

Barriers:

- **Institutional:** The strict Italian legislation has caused some delays in the implementation process of the measure.
- **Covid-19:** At the measure implementation level, the Covid-19 has hindered the development of the Triestemetro project (in terms of provision and installation of the illustrative manufactures), on which the information content of the APP depends; this has caused a delay in the launch of the APP. No cruise passengers arrived in Trieste in 2020 due to the Covid-19 outbreak, so it was not possible to collect any impact data.

Drivers:

- **Involvement/consultation:** The adopted collaborative and inclusive approach proved to be a key factor in the development of the APP and the guidebook.
- **Planning:** An accurate analysis of the technical requirements for the APP characteristics contributed to the successful realization of the tool.
- **Positional:** The informative content included in the APP and in the guidebook derives from the integration with a wider project called Triestemetro.

Supporting activities:

Actor involvement:

- **Technical meetings with AutoLogs before the contract assignment (February - March 2018)** to define the operational and administrative issues.
- **Technical meetings with Municipality tourism and culture offices** (to define itineraries, “totem” localization, typology of tourist information, monuments of interests, etc.) (October 2019)
- **Meeting with technical partner Autologs, the organization responsible for the promotion of tourism and events, the University of Trieste; and Trieste Trasporti.** (Feb 2020)
- **Meetings between Trieste Municipality and the representatives for the project “Triestemetro” (2017 - June 2020)**

Lessons learned:

- The process for the development of the guidebook and the APP allowed an interesting discussion among planning institutions on how specific target groups (cruise passengers in this specific case) can be oriented towards sustainable mobility solutions.
- An accurate technical analysis of requirements of the measure and a constructive engagement of key stakeholders have played a crucial role in the implementation of the measure.

IS THIS SOMETHING FOR US?

Cities that attract a lot of tourists can profit from an approach specifically targeting this group in terms of sustainable mobility. While the infrastructure should be in place (e.g. the bike sharing system and totems promoting the touristic itineraries), the app for tourists facilitates its use and is essential to promote the desired behaviour change. Other than the guidebook, the app can be easily updated taking into account any future developments on sustainable mobility. The process from preparation to implementation brought a lot of stakeholders round the table. The input and viewpoints of all these different actors will help to further promote the measures among cruise tourists and facilitate further collaboration with the cruise industry.

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PARTNERSHIP



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Area Science Park



Trieste Trasporti



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